

The NATIONAL UNDERWRITER

63rd Year, No. 36

—The National Weekly Newspaper of Life Insurance—

September 5, 1959

Advanced Management Conferences Help Develop Executive Capacity

By ROBERT B. MITCHELL

When the world's largest life insurance company starts pulling its executive personnel out



Frederic W. Ecker

of their jobs and taking them to a college town for a three-week advanced management conference of lectures by university professors, talks by the company's top executives and case-problem seminars, the obvious questions are "Why?" and "How did it go over?"

The answer to "Why?" lies in the

increasing size, scope and complexity, both of the life insurance business and of Metropolitan itself. To solve these problems a large company like Metro-



Karl H. Kreder



Cecil J. North

politan might try to provide standard operating procedures to cover every possible contingency. The difficulty

here is that this "solution" tends to discourage people from doing their own thinking.

On the other hand, the company can actively encourage its management people to use their minds for mutual good of the company and themselves. As President Frederic W. Ecker said at the first advanced management conference in July, "What we want is new ideas, new ways to do things better. We are living in one of the most fascinating eras of history, with rapid advances in methods and equipment making unprecedented calls upon management skills. More than ever before education must be a continuing process."

For this approach to work, everybody must understand not only the kind of thinking that is needed, but

(CONTINUED ON PAGE 18)

Times And Events For NALU Annual Convention Given

With 1,300 Rooms Reserved, 600 Advance Registrations, New Record Is Predicted

WASHINGTON—The week-long program for the annual convention of National Assn. of Life Underwriters at Philadelphia Sept. 20-25 now is complete as to events and speakers according to William S. Hendley Jr., Mutual of New York, Columbia, S. C., NALU vice-president and convention program chairman



W. S. Hendley Jr.

The convention will draw a record attendance, NALU predicts. More than 1,300 rooms have already been reserved in the cooperating hotels and nearly 600 advance registrations have been received by NALU headquarters.

Some Events Saturday

Although the convention officially gets under way Sunday, Sept. 20, it will be preceded by several important events. Saturday, Sept. 19, will feature all-day meetings of the NALU board of trustees and executive secretaries of local and state life underwriter associations. Nearly 40 association executives will participate in the workshop.

Among the convention innovations this year are the NALU luncheon Monday, Sept. 21, the fund-raisers' rally Wednesday, Sept. 23, which will be attended by persons who will spark

(CONTINUED ON PAGE 21)

Negro Market Must Be Cultivated, NIA Hears At Convention

By R. R. CUSCADEN

Member companies of National Insurance Assn. (life insurers owned and operated by Negroes) are not writing their share of Negro business, W. O. Bryson, economics and business head Morgan State College, told the NIA annual this week in Chicago.

T. P. Harris, Chicago Metropolitan, replaced E. L. Simon, Atlanta Life, as president at the four-day meeting. Mr. Simon becomes board chairman. Other new officers were not known at press time and will be reported along with further news next week.

Baltimore Survey Quoted

Speaking on the third day of a well-prepared, session-packed, and thoroughly crowded convention, Mr. Bryson quoted from a survey he and his staff had made in Baltimore. On the basis of 1,297 interviews, it was found that NIA companies were writing some 16% of \$1,040,145 in force.

Furthermore, 54% stated that they had not been contacted by an agent of an NIA member. Agents of 31 companies had contacted this Negro market, NIA companies ranking first, eighth, ninth and tenth in the number of contacts made, Mr. Bryson pointed out.

Study is the primary requisite for developing the Negro market. "The positions our companies occupy in the market, and the wants and needs of the people in this market, must be ascertained," Mr. Bryson stated.

What are the markets? The NIA should be operating in all Negro markets that are large enough to support either a branch office or an agent who is working under supervision, he said.

Do members of this market consider NIA companies as sound as others

(CONTINUED ON PAGE 23)

Jack Duce Named To American Society Executive Position

PHILADELPHIA—Jack A. Duce, who has been editor of the Diamond Life Bulletins Agent's Service, has resigned to become assistant managing director of American Society of CLU.



Jack A. Duce

Before joining the D. L. B. editorial staff in 1957 at the National Underwriter Co.'s Cincinnati headquarters, Mr. Duce was with American National at Austin, Tex., from 1949 onward, except for four years absence due to air force recall. He received the CLU designation in 1958.

As part of the American Society's expanded program of service to its 113 chapters, Mr. Duce will work closely with chapter officers through the chapter officer conferences and personal visitations in connection with chapter programs and public relations activities.

North Dakota Leads Other States In July Ordinary Sales Percentage Increase

North Dakota led all other states in percentage increase in ordinary life sales in July, with Arizona and Rhode Island tied for second place, according to LIAMA. Countrywide, ordinary business increased 4% in July, while North Dakota sales gained 34%. In Arizona and Rhode Island, July sales were up 21%.

For the first seven months of the year, with national ordinary sales up 7%, Arizona led with an increase of 28% for the period. Mississippi took second place with a 21% increase.

Pru Leads Insurers In Total Ad Outlay, Also TV, Dailies

Prudential again led all insurance companies in total advertising expenditures for 1958, winding up the year in 77th place among all advertisers, according to a copyrighted survey by Advertising Age.

Prudential's advertising outlay went from \$8,064,725 in 1957 to \$9,712,762 last year and it advanced 10 places in the ranking. In 1956, its first time among the 100 leaders, it was in 93rd place.

The company also led the insurance industry in daily newspaper advertising expenditures in the United States,

(CONTINUED ON PAGE 22)



"IS DOUBLE INDEMNITY THE BEST THERE IS?"

Young Ad-Answerers' Bias Against Insurance Selling Easy To Change

How a leading life agency found a way to use want-ads much more effectively in recruiting, despite the obvious bias of the answerers against life insurance selling, is described in the following article by Richard A. Stimson, president of Stimson Associates of New York City, the public relations firm that worked with the agency on the advertising and follow-up techniques.

By RICHARD A. STIMSON

Young job-seekers seem just as prone as ever to ignore the want-ad that says life insurance selling is involved, and even if there is nothing to identify the job as life insurance the ad-answerer will probably hang up if the agency's switchboard operator answers with the company's name.

But a recent recruiting drive of the Charles E. Drimal agency of Penn Mutual Life in New York demonstrated that a gratifyingly large percentage of these repliers can wind up as desirable recruits IF the first person to disclose the nature of the work is an experienced life insurance man who can give



Charles E. Drimal

them on the phone an attractive picture of life insurance selling as a career.

What turned out to be a highly rewarding experiment started last May when Mr. Drimal consulted Stimson Associates on the problem of recruiting agents. It is characteristic of Mr. Drimal, incidentally, to call in experts for special problems, so he can concentrate his own efforts on the matters in which he is the expert: the actual running of the agency.

Over-all, the agency's recruiting record had been successful, with a high rate of retention because of expert help in selection. More recently, though, the ads for new agents had not been pulling well and showed no

promise of bringing in enough men to take care of the agency's expansion plans.

Shortly before this, another general agent had obtained a good response from a small display ad in the Wall Street Journal. This ad had given considerable information about the opportunity offered and the agency concerned. Without copying the wording we wrote two ads in a similar vein, stressing the opportunity "to be in business for yourself" and offering a salary, amount not specified, while in training.

We placed each ad in a different New York City newspaper with the

(CONTINUED ON PAGE 13)

Inflation Threat Is Diminishing. Pyramid Club Told

Inflation is diminishing as a threat to the national economy, Howard C. Reeder, president of Continental Assurance, told a meeting of the Pyramid Club at Chicago.

"For the insurance industry, this means that we will be able to get off the defensive on the score of inflation. The sounder the dollar the stronger the foundation on which our business rests," he told the agents.

He stressed one fact often forgotten about stock equity investing. "Stocks don't always go up, they have a habit of declining and doing so at the most disadvantageous times," he said.

Forces are at work, both politically and economically, which will restore balance to the economy and eliminate the threat of ever rising prices and its counterpart, a declining value of the dollar, he declared. A determined effort to balance the national budget, an increasing sense of Congressional responsibility, efforts by the Treasury and the Federal Reserve to control inflation, and the ordinary man's interest in price stability are the factors which cause the cloud of inflation gradually to evaporate, he said.

"The common man has an abiding respect for a dollar," he said, "so let us find ways of fitting our merchandise to his needs and never minimize the importance to him of dollar availability through insurance coverage."

"As insurance men, we have a key interest in this new America that is a-building. We can see the formation of a tremendous new market for our services. And we are also aware that there will be more dollars available than ever before—dollars to buy the kind of security only life insurance can buy."

"With this future before us, can anyone doubt the rich opportunities awaiting the insurance business?" he asked. "The question is: Are we going to get our share?"

"We have a sound growth in this country at the rate of 3% annually, or better, without the stimulus of an inflationary character and I believe that is what is ahead in the next decade."

Aetna Life Directors Vote 2-For-1 Split, 33 1/3% Dividend

Directors of Aetna Life have voted to recommend to stockholders a two-for-one stock split and a 33 1/3% stock dividend. They also voted a cash dividend of 90 cents per share on the present stock payable Oct. 1, to stockholders of record Sept. 4.

As a result of the stock dividend, capital will be increased from \$30 million to \$40 million. This will be paid for by transferring \$10 million from surplus to the capital stock account.

The directors stated they expect to declare on the new stock quarterly dividends of 35 cents per share commencing Jan. 1, with no extra dividend on that date.

Pru Agents Demonstrate, Threaten Strike Sept. 8

NEWARK—An estimated, 1,000 agents staged a noon-hour demonstration here as a protest against stale-mated contract negotiations between Prudential and Insurance Agents International Union, AFL-CIO. The demonstrators, all members of local 19, which covers the New York-New Jersey area, consisted of Prudential agents and union members from other life companies. (In Chicago, members of local 76 picketed the Prudential building. Local President Harold J. Reeger described the demonstration as a "show of unity.")

Company and union negotiators, attempting to reach a new contract agreement, have been meeting in Washington. However, Joseph Pollock, president of local 19, said, "If we do not have a contract by Sept. 5, on Sept. 8, 10,000 agents in 34 states will go out on strike."

Following the demonstration, Prudential said in a statement, "Today's demonstration is a publicity tactic, also designed to pressure the company into giving way to the union's demands while a new contract is being negotiated. We are certain the pressure tactic will not work nor will any other."

"Many of our agents have refused to participate in this demonstration—feeling either that the company's offer is reasonable or that this type of dis-

INSTITUTE REPORT SHOWS:

Annuitants' Yearly Income Payments Put At \$597 Million

More than 1,187,000 annuities with U.S. life companies were paying income totaling more than \$597 million annually under annuity contracts and annuity provisions of life insurance policies at the start of 1958, Institute of Life Insurance reports. Payments were about double what they were eight years ago.

Annuities on which income is payable represent about 21% of the \$2.8 million annuities in force at the start of the year. Total funds set aside in annuity reserves by U.S. life insurance companies reached \$19 billion. The future annual income set up for payments to annuitants amounted to \$2.4 billion.

Annuity owners under age 65 held over 80% of all annuities in force at the start of this year and about the same percentage of the future annual income from these annuities.

In the past 10 years, the total annual income provided by annuities in force has more than doubled. The amount of future annual income established under group annuities represents the largest portion of the annuity total, and is almost four times what it was a decade ago.

The institute points out that group annuities have been the principal plan used for the thousands of employer-employee insured pension programs covered by life companies since the end of World War II, accounting for nearly four-fifths of all persons under such programs.

Cross-Section Figures

Statistics from a representative group of life companies indicate that at the start of 1959, three-fourths of the annuities paying income were held by persons age 65 and over. The number of such annuities is estimated at 886,000, with annual income of nearly \$451 million. Of these, individual annuities accounted for 374,000, with income of \$143 million; group annuities, 331,000, with income of \$214 million, and annuity settlements under life policy proceeds, 181,000, with annual income of \$94 million.

There were approximately 301,000 annuities held by persons under age 65, paying annual income of some \$146 million. Of these, about 136,000 were annuity provisions on life policies, paying \$63 million annually; the balance, some 165,000, were individual and group annuities with income of \$83 million.

Chicago A&H Assn. will hold its annual golf outing Sept. 15 at the Mohawk Country Club.

play only serves to reduce their professional status.

"The company's contract offer was recently submitted to the union membership for vote. Six out of seven of the union's national officers recommended acceptance, while agents in most of the 34 states affected voted in favor of the offer. A preponderance of negative votes in a few large states led to rejection of the contract. Out of the total membership of 10,200, only 6,397 voted; 3,530 for rejection, 2,867 for acceptance."

House Passes Federal Employees A&S Measure; Goes To Conference

WASHINGTON—The House this week passed its version of the federal employees health insurance program bill which would cost \$214 million annually in premiums or some \$90 million less than the Senate version. The measure now returns to the Senate which may either accept it or seek a conference between the two houses to resolve the differences between the House bill and the broader Senate version.

Both bills provide for a 50-50 sharing of costs between the government and its employees and give workers a choice of several forms of coverage, most important of which are a service benefit plan written by Blue Cross-Blue Shield and an indemnity benefit plan written by insurance companies.

Will Negotiate With Insurer

The House bill specifically states that the Civil Service Commission will negotiate the insurance company plan with a prime insurer which, in turn, will reinsure the coverage with qualified companies wishing to participate in the program. This system is similar to the federal employee's group life program.

The Senate bill, however, makes no provision for how the program might be administered in the insurance industry's portion of the plan.

Principal differences between the House and Senate bills have to do with premium and benefit levels. In the Senate version, both the govern-

(CONTINUED ON PAGE 22)



LILLIAN L. PROBST

Lillian Probst writes, "My letter is from the heart, rather than from the head. I could write volumes about my work with Franklin."

In the 17 years of her Franklin association (she had no previous experience) her earnings have averaged over \$12,000 annually.

Last year her income, as reported to the Director of Internal Revenue, amounted to \$22,277.95.

GENERAL AGENCY
OPPORTUNITY
IN
TALLAHASSEE, FLA.

"I wouldn't trade places with anyone"

West Columbia, Texas
June 21, 1959

Mr. Charles Becker, Jr.
Franklin Life Insurance Company
Springfield, Illinois

Dear Charles:

In thinking over the last 17 years of my life, the happiness and prosperity enjoyed by me have been much more than mere luck. I am most grateful and would like to tell you why.

The acceptance of Franklin special contracts proves beyond a doubt that Americans want to buy the best. The spectacular growth of Franklin Life in the last 20 years is reflected in the success of the agents. Oh, am I glad that I had a part in the making of this history!

Thanks is such a small word but the meaning is great. My whole heart and soul are bubbling over trying to pour out gratitude to President Becker and all the other company officials for the marvelous, special contracts and wonderful sales aids.

Franklin has made things so easy for me—material blessings and joy which you cannot even imagine. Let me say, right now, I would not trade places with any one in this whole wide world.

If there is any doubt in the mind of anyone, I would like to tell him how wonderful it is to be in the great family of the friendly Franklin Life. It can do for him exactly what has been done for me.

Sincerely,

Lillian L. Probst

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans
Over Three Billion Dollars of Insurance in Force



BETTER IN YOUR PORTFOLIO THAN IN YOUR COMPETITORS'

mod 3

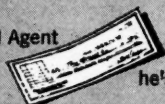
A permanent participating life insurance policy that will meet your toughest non-par competition.

Premium is 25% lower until the 4th year at which time dividends, according to the present scale, will more than offset the increase.

LOOK INTO MOD 3 high protection — low premium features that give you MORE COMMISSIONS* and the COMPETITIVE EDGE IN PERSONAL AND BUSINESS SELLING. ASK for the all-in-one rate book and visual proposal.

* Full First Year Commissions are paid on the 4th year increase in premium.

Call your United States Life General Agent



he's always worth a check!

FOUNDED 1850

THE *United States Life*
INSURANCE COMPANY IN THE CITY OF NEW YORK

THE OLDEST LEGAL RESERVE STOCK LIFE INSURANCE COMPANY IN AMERICA.

a
blend
of
OLD
and
New

BOSTON MUTUAL
LIFE INSURANCE COMPANY
156 N. HART STREET
BOSTON 16, MASSACHUSETTS
INCORPORATED 1891



Old in tradition and sense of responsibility—new in our *progressive* approach to the constantly changing needs of policyholders.

Quiz Commissioners In Monopoly Probe; Life Not Mentioned

Several insurance commissioners and departmental staff members appeared before the Senate anti-trust and monopoly subcommittee at Washington for a single day's session and defended state regulation vigorously. There was no discussion of matters involving life insurance. State fire and casualty rating bureaus got the bulk of the attention.

All the commissioners supported the rating bureaus and their functions, as regulated by the states. Commissioner Knowlton of New Hampshire put the case for them strongly, calling them essential to the sound administration of the rating laws.

Life Insurance Aspects

The possibility of rate regulation for life companies has apparently come in for some consideration by the investigators. A subcommittee staff member remarked that if there should be a move to regulate life rates, the information brought out at the hearing up to now should prove extremely helpful to the life insurers.

The hearing wound up the current phase of the inquiry. However, it was not the last round. While the subcommittee has not decided on its next step and may wait to do so until Sen. O'Mahoney returns, following a mild heart attack, there still remains the investigation of credit life and its regulation, which was on the original agenda. Also, it is indicated, the subcommittee has been turning up fire and casualty material that could provide additional material for hearings and may do so.

Besides Commissioner Knowlton, insurance commissioners who testified were Parker of Virginia, McConnell of California, Smith of Pennsylvania and Hammel of Nevada, president of National Assn. of Insurance Commissioners. Julius S. Wikler, New York attorney and former New York insurance superintendent, acted as counsel for the commissioners.

Commonwealth Life Plans Stock Dividend

Stockholders of Commonwealth Life at a special meeting Sept. 21 will vote on a proposal to increase authorized capital from \$4 million to \$5 million. If the stockholders approve the increase, a stock dividend will be declared at the rate of one share of \$2 par common for each four now held payable Oct. 5 to stock of record Sept. 22.

Wisconsin A&H Assn. To Meet Sept. 17-18

The annual meeting and sales congress of Wisconsin Assn. of A.&H. Underwriters at the Lorraine Hotel, Madison, Sept. 17-18, will open with a leadership training seminar for officers of local associations, followed by a business meeting and election.

Sales congress speakers will be Charles N. Walker, Lincoln National Life; Maurice W. Kiley Jr., Stumpf agency, Madison; Commissioner Charles Manson; Dr. Robert J. Samp, University of Wisconsin Hospital; and John B. English, Monarch Life.

Gov. Nelson will proclaim the week of Sept. 13 Wisconsin Disability Insurance Week.

**BELIEVE ME...
You Need All
THREE**

Mr. Agency Builder:

You should be making *all* those commission dollars that go with selling *complete* coverage to your clients:

1. Life—Par and Non-Par
2. A & S and Hospitalization
3. Group Life and Group A & S

**AND, BELIEVE ME,
YOU NEED ALL THREE
A & S COVERAGES:**

1. Non-Cancellable
2. Guaranteed Renewable
3. Renewable-at-option-of-Company

**AND THEN ADD
THESE THREE . . .**

- 1) Top-Commission Agent's Contract;
- 2) Well-balanced General Agent's Contract providing liberal overwriting, liberal expense allowance, and higher life-time compensation in service fees;
- 3) New Induction Program—completely flexible for new agents, established producers, and brokers alike;

... and in our book that totals up to a client-pleasing, money-making, Agency Building opportunity for you—right now—with . . .

THE OHIO STATE LIFE
Insurance Company
COLUMBUS 15 OHIO

GENERAL AGENT OPPORTUNITIES
Write, Wire, Phone
FREDERICK E. JONES, President
HOWARD W. KRAFT, Vice President
and Director of Agency



going up?

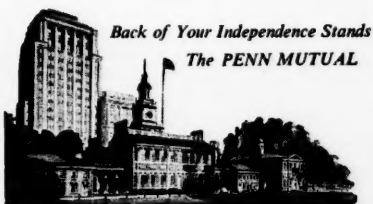
You need both skill and training to set a high-jump record—or to move upward in the insurance field.

In the insurance field, The Penn Mutual supplies highly valuable training. This training covers *all* phases of successful selling, from advanced underwriting to estate planning and profit-sharing and pension programs.

Many of the underwriters who have had the benefit of this educational training

program prefer to stay in direct sales work. For those interested in supervisory, management and General Agency work, there is equal opportunity.

Whatever you choose, you can be certain that we will do everything in our power to help you achieve your goal. The man who wants to get ahead, we believe, is the man with a future—his future is the future of this company and his success is our success. That is why Penn Mutual opportunities go to Penn Mutual men.



THE PENN MUTUAL LIFE INSURANCE COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

500 At Continental Assurance Pyramid Club Convention

Service that agents and brokers can give on the original sale and through the renewal years is the best counter attack they can use against the threat of growing competition, said Robert B. Hamor, vice-president and director of agencies, Continental Assurance, at the

company's Pyramid Club convention at Chicago.

"General agents should have a healthy concern about the trend toward direct writing and about the increased selling of multiple lines by direct writers," Mr. Hamor declared at the convention which drew more than 500 top producers.

He pointed to the growing volume of business handled in recent years by direct writers and the forecasts of substantially increased volume in the years ahead, not only in general lines but life insurance as well.

"Agents can take one of two approaches to the problem of meeting changing trends in life selling," Mr. Hamor said. "One is to cry in alarm and organize to oppose, and the other is to evaluate and carefully study just what the insurance public wants." Properly equipped with this kind of evaluation, agents need have no fear that new forms of competition can seriously undermine their own position, he said.

Since many general agents and brokers are all-lines writers, they are in a good position to meet this grow-

ing competition with the help of the many individual, group, pension, A&S and other plans and selling aids made available to them by a progressive company, he added.

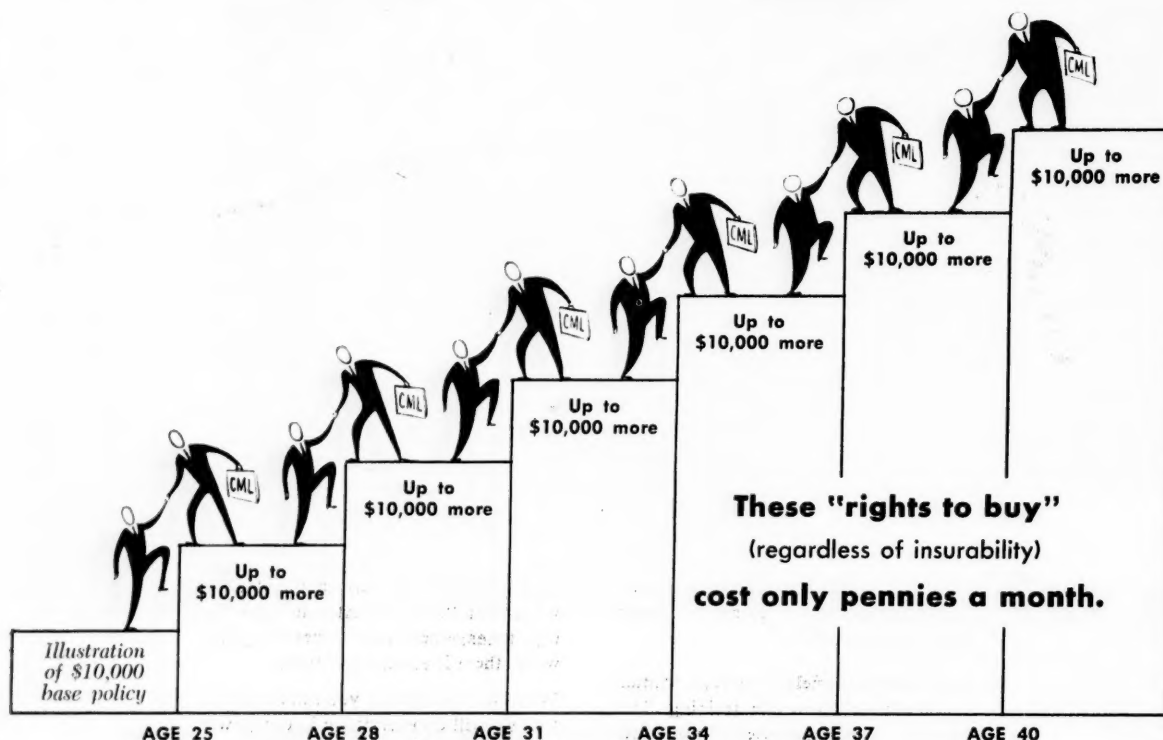
David C. Scott, 1st vice-president and actuary, told the meeting that the new federal income tax law on insurance company earnings will bring about any major change in dividends or premiums on individual insurance policies. "Because insurance companies are in a period of high interest earnings, there is no immediate prospect of a reduction in policy dividends as a result of the tax," he said.

"As a matter of fact," he added, "dividends on pension business will be increased because interest earnings on

Clients will buy again...and again...and again

with CML's

Guaranteed Insurability Agreement



Now CML provides an added incentive for clients to return to their original agent for additional protection rather than buying elsewhere.

Of course we're talking about our Guaranteed Insurability Agreement—which includes something EXTRA! Under CML's Guaranteed Insurability Agreement, savings in underwriting expense will be passed along to the policyholder as a reduction in the first annual premium of each added policy. This means that a substantial part of the charge for this valuable feature is offset as the additional insurance is written!

CML's Guaranteed Insurability Agreement can be added to most new permanent plans up to age 37. The base policy may be for \$5,000 or more, and each additional policy—for which no evidence of insurability will be required—

can be up to the amount of the base policy, but not more than \$10,000. Option dates at which additional insurance can be added are: age 25, 28, 31, 34, 37, 40.

In years to come these "rights" to insurance without examination will be a compelling incentive for a client to buy again at each option date. They will provide an additional reason for repeat calls and help tie clients closer. And *full commissions are paid on base and additional policies.* Ask our nearest general agent for facts and figures.

Connecticut Mutual Life
INSURANCE COMPANY • HARTFORD



William Harmelin, left, Continental Assurance general agent at New York gets application for A&S policy from his former teacher, Hal D. Nutt, director of Purdue institute. Mr. Harmelin preceded Mr. Nutt as program speaker at Pyramid Club meeting and did such a persuasive job on need for A&S coverage that Mr. Nutt signed on dotted line.

reserves of qualified pension trusts are exempt under the law on a graduated basis, partially at present and 100% by 1961."

The increased demand for adequate disability coverage and the broad field of opportunities it has opened up for new sales was stressed in a talk by William Harmelin, general agent at New York.

Is Now 20% Of Business

"Sickness and accident business accounts for about 20% of the life companies' total business," he said. The percentage is all the more impressive when compared to a 2% share only 10 years ago. One prime factor in the increase is that people are more acutely aware of the financial destruction that follows long term disability, he said.

Commenting on the lack of sufficient protection in the case of business firms, Mr. Harmelin said that less than 5% of all business agreements provided for buy-out in case of disability. Another great opportunity has recently been discovered in the awareness that most buy-out agreements actually carry no disability provision clause to continue the income of the disabled partner.

Accelerated growth in the insurance of small businesses and its employees in the years ahead was forecast by Charles W. Kraemer, superintendent of agencies, in a talk before the company's career department group.

"With the tremendous competition for young man power which will occur in the next 10 years, companies will spend more money on attracting and

(CONTINUED ON PAGE 17)

Some frank opinions on what life is like being married to a Nylic Agent



Mrs. Rosalind Domenitz, Manhasset, N. Y.: When her husband was discharged from the Army, the Domenitzs faced the question of which career he was best suited for. After careful consideration Mr. Domenitz decided to come to New York Life. Writes Mrs. Domenitz:

INCOME HAS TREBLED . . . "I confess I was totally unprepared and not a little dismayed at the prospect of my husband becoming a life insurance salesman. I considered that he would have a thankless and strenuous job.

"I realize now that life insurance is a professional career and I am proud that my husband can administer real

service to people in this highly important field. My husband's yearly income today greatly exceeds that of his best annual earnings prior to joining New York Life. Today we have been able to furnish a new home and are able to afford other lesser luxuries that seemed impossible a short time ago."



Mrs. Clay Thomas of Kenner, La. says that her husband always wanted to go into business for himself, so on November 1, 1945 he joined New York Life. Mrs. Thomas goes on to write:

I HAD THE USUAL WIFELY QUALMS . . . "Although I respected my husband's ability to succeed, in whatever venture he might undertake, I had the usual wifely qualms about the outcome. I hated to be the kind of wife who holds her husband down, but I'll admit I could just imagine losing our home and living a 'hand-to-mouth existence.'

"Well, New York Life was the answer. Although my husband had no previous sales experience, somehow, from the first day he started, his ambitions for unlimited opportunities and income have been satisfied. And I have no doubts about our present or future security."

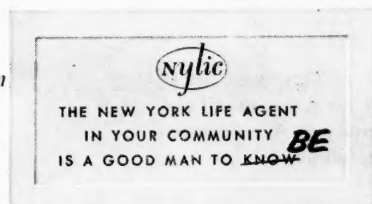


Mrs. Don Hanesworth, Madison, Wisconsin, encouraged her husband to give up a supervisory position with a public utility company in order to start with New York Life. This is Mrs. Hanesworth's story:

FUTURE SECURITY IS EVERYTHING . . . "Since Don has about trebled his old salary," says Mrs. Hanesworth, "we know it was a wise move.

"We also have great confidence in the future, because of the New York Life compensation plan under which agents may qualify for a life income. I think it is far ahead of the retirement possibilities of any other occupation. This is one thing that sold me on New York Life from the beginning. Future security is everything because of that plan and because of the unlimited possibilities of income. Now, after three years, I am more enthusiastic than ever."

Lifelong security is the major reason why wives say . . .



New York Life Insurance Company

51 Madison Avenue, New York 10, N. Y.

A MUTUAL COMPANY FOUNDED IN 1845

Life Insurance • Group Insurance • Annuities • Accident & Sickness Insurance • Pension Plans

Changes In The Field

Aetna Life

Louis E. Gibson, assistant general agent at Shreveport, La., since 1957, has been appointed general agent at Fort Worth to succeed Robert W. Maxwell, who is resigning to devote his full time to personal production. Mr. Gibson, a CLU, joined Aetna at Shreveport in 1954, later advancing to

supervisor there. Mr. Maxwell joined the company in 1936 as head of the Fort Worth office of the Dallas general agency and later was a partner in the Dallas agency.

Northwestern National

A. Keith Jernigan, home office group representative, has been appointed regional group manager at Wichita.

Metropolitan Life

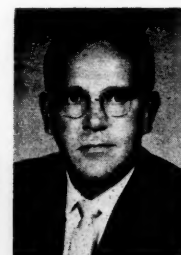
Frank A. Fitton, a member of Metropolitan's administrative personnel since 1958, has been appointed as-

He has been with the company at the home office since 1957.

Theodore Phillips, supervisor at Des Moines, becomes district manager at St. Joseph, Mo. He succeeds Truman E. Wilson, who will devote more time to personal production. Mr. Phillips joined Northwestern National as an agent at Des Moines in 1954.

Franklin Life

Richard E. Shaffer has been named general agent at Morgantown, W. Va. His father, H. Paul Shaffer, is regional manager there. Prior to joining Franklin, Richard Shaffer was a geologist in Spain and Libya for six years.



R. E. Shaffer

Massachusetts Mutual

Melvin D. Corwin has been appointed supervisor at Brooklyn. He joined Massachusetts Mutual in 1950.

Continental Assurance

John P. Havelka has been appointed manager at St. Louis. He entered insurance in 1955 and has been assistant manager at Springfield and Champaign, Ill., for Mutual of New York since 1957.



John P. Havelka

Life & Casualty

Salvatore Bellacome, manager at Miami, has been named district manager at Dallas; John Hannay, manager at Atlanta, has been promoted to regional sales director for Georgia, and C. W. Searcy, district manager at Brownwood, Tex., has moved his headquarters to Abilene.

Connecticut General

Frederick A. Exline, assistant manager at Columbus, O., has been promoted to manager there, succeeding his father, Fred M. Exline, who has retired from managerial duties after 22 years' service, but will continue in personal production.

Robert D. Heins, former assistant manager of the Newark brokerage agency, has been appointed manager

Tomorrow's Features Today



extra protection at guaranteed net rates • Brand New Guaranteed Insurability Benefit . . .
with special Return of Premium feature • New Family Income Approach . . . flexible Riders of
\$10 to \$30 per month per \$1,000 of base policy, in dollar units • Unique New Plans . . .
The Even Dollar Plan, Automatic Estate Builder, Complete Home Protection and many others.
• Top Dollar Commissions and Bonuses

These are just a few of the features of our Completely New program of "Insurance for Modern Living." The entire program has been designed to make it easier for the Agent to sell and easier for the prospect to buy. Of course, a special invitation is extended to Agents now representing The Employers' Group . . . one of the few nation-wide, full-line Life and Property carriers.

THE *Employers' Life*
INSURANCE COMPANY OF AMERICA
EXECUTIVE OFFICE: 110 MILK STREET, BOSTON 7, MASSACHUSETTS
ONE OF THE EMPLOYERS' GROUP OF INSURANCE COMPANIES



The Golden
Flag Broom

A WONDERFUL GIFT

• New principle • New
 style • Beautifully
 jeweled • Boxed



Used by many home offices for sales meetings, awards, conventions, prospecting, birthdays, etc.

NO FINER GIFT write for details and special discounts. Minimum purchase 1 dozen.

MELBOURNE COMPANY

15 W. 10th Street, Kansas City 5, Missouri

F I

Underwritten by
agencies As
Raymond
where he
to Salt
New Eng
Named
Earle
the comp
and was

Harry

Palo Alto
president
writers
Peninsula
William
where he
Mexico o
Harry
where he
last year.
there in 1

Con
Robert
brokerage

of the New Orleans brokerage agency. C. Stephen Babbitt, district manager at Fort Wayne, becomes manager at Erie, Pa.

New England Life

E. R. McMillin Jr. has been appointed co-general agent at Nashville with the present general agent, Thomas C. Har-



W. W. Whitesides



E. R. McMillin Jr.

rison. Mr. McMillin succeeds George H. Rutenbar, who resigned to enter the ministry. Before joining New England Life in 1951, Mr. McMillin was a jazz musician with several nationally known orchestras, including the Les Brown orchestra. He is a life and qualifying member of Million Dollar Round Table.

Managers transferred are:

William W. Whitesides from Salt Lake City, where he has held the post since 1952, to Oakland, Cal. He has also been district agent at Sacramento. He is a past president of Sacramento Life



E. L. Patten



R. S. Volkman

Underwriters Assn., Utah Life Managers Assn. and the Utah CLU chapter.

Raymond S. Volkman, from Fresno, where he has been manager since 1956, to Salt Lake City, where he joined New England in 1952.

Named managers are:

Earle L. Patten at Fresno. He joined the company in 1951 at San Francisco and was appointed district manager at



Harry Bushkar



W. L. Roush

Palo Alto in 1955. He is 1st vice-president of California Life Underwriters Assn. and past president of Peninsular Life Underwriters Assn.

William L. Roush at Albuquerque, where he has been manager for New Mexico of Century Life since 1956.

Harry Bushkar at Roanoke, Va., where he has been supervisor since last year. He joined New England Life there in 1953.

Connecticut Mutual Life

Robert J. Muller has been appointed brokerage supervisor of the Cobb

agency at Boston. He has been a special agent of Travelers at Boston and was with Combined Insurance Company of America at Manchester, N. H.

John Hancock

Frank T. Bobst, general agent at Boston, has retired. He has been with John Hancock since 1921, when he joined the Boston agency as an agent. He was, for several years, a director of Boston Life Underwriters Assn. and is past president of Boston General Agents & Managers Assn.

John P. Ryan, district manager at New Brunswick, N.J. since 1949, has been named district manager at Albany to succeed Charles C. Adriance, who is taking an early retirement because of ill health. Mr. Ryan has been with the company for more than 25 years and



Frank T. Bobst

A GROWING COMPANY Has AGENCY Openings!!!

If you are a capable and experienced Life and A&H Insurance Producer ready for advancement to a GENERAL AGENT, you may be able to qualify for CAROLINA HOME LIFE'S GENERAL AGENT CONTRACT which offers—

High Commissions, Excellent Renewals, Override Commission on the business of Sub-Agents, Bonuses for Persistency and Production, And many other wonderful features.

Agency openings in the following states:

North Carolina
South Carolina
Virginia
Florida

Mississippi
Georgia
Arkansas
Tennessee
Puerto Rico

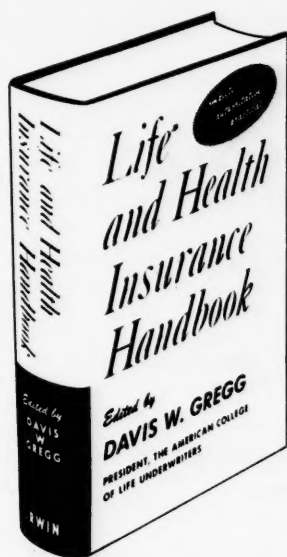
West Virginia
Kentucky
Maryland
Alabama



Write in confidence to:

Carolina Home Life Insurance Company
Agency Department
P. O. Box 1059
Burlington, North Carolina

Your Practical Guide to Modern Life and Health Insurance



LIFE AND HEALTH INSURANCE HANDBOOK

Planned and Edited by DAVIS W. GREGG, Ph.D., C.L.U., President, The American College of Life Underwriters

WRITTEN AND CHECKED BY 109 INSURANCE AUTHORITIES

The *Life and Health Insurance Handbook* was written and edited by 109 outstanding insurance experts, representing the finest thinking in insurance. Each of the sixty-nine chapters was written by one of the contributing authors and then checked and edited by a number of consulting editors. At least four editors reviewed each chapter. The entire volume was more than 10 years in the planning and preparation.

COMPLETE, WELL-ORGANIZED

The *Handbook* covers every major aspect of modern life and health insurance. It is organized into six main sections: 1) Personal Life Insurance, 2) Life Insurance for Business Purposes, 3) Programming and Estate Planning, 4) Health Insurance, 5) Life Underwriting and Sales Management, and 6) The Institution of Life Insurance. Reference to important topics can be accomplished quickly and easily.

FULLY ILLUSTRATED

The *Handbook* is liberally illustrated throughout with meaningful charts, tables, diagrams, graphs, etc. where needed to supplement or amplify the text material. Selected references are provided for each chapter. In addition, 19 special appendixes are included which provide a wide variety of sample contracts, riders, forms, documents, and other materials of practical value.

READABLE, PRACTICAL

All chapters are written in nontechnical language so that the *Handbook* is easy to read and to understand. Both beginners in insurance and experienced personnel will have no difficulty in using it. Emphasis is on actual problems and situations that currently exist. The practical application of sound knowledge and experience is stressed throughout.

ORDER YOUR COPY OF THE HANDBOOK TODAY!

PRICE: \$14.50

Richard D. Irwin, Inc.

HOMWOOD, ILLINOIS

TO: Richard D. Irwin, Inc.
Dept. NU
Homewood, Ill.

ORDER FORM

Please send me a copy of the LIFE AND HEALTH INSURANCE HANDBOOK for \$14.50.
(please print or type)

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Mr. Adriance, more than 40 years.

Mr. Ryan will be succeeded by Raymond Calvert, regional supervisor for the eastern New York area since 1958. Before that Mr. Calvert was assistant district manager at Paterson, N.J.

Maurice Barrackman, assistant district manager of the former detached office of the Seattle district agency at Tacoma, has been appointed district manager of the newly opened district agency in Tacoma. Harold N. Roberts, agent at Tacoma since 1956, becomes

assistant district manager.

Occidental Of California

Arthur L. Beck has been named assistant brokerage manager at San Diego. He entered the business as an agent at Detroit with Equitable Society and later joined Connecticut General at San Diego.

Richard A. Hermann has been named manager and Frank O. Kuhl assistant manager of the new regional group office at Miami. Mr. Hermann

formerly headed the sub-office at Jackson, Miss., and Mr. Kuhl formerly headed the Tampa sub-office, which has been closed. James A. Lund, formerly of Atlanta, succeeds Mr. Hermann as assistant regional group manager at Jackson.

Other promotions include Benjamin D. Ward to regional group manager at Phoenix; Gordon E. Simpson to associate regional manager at Los Angeles, and Donald A. Drews to assistant regional manager at Omaha.

New sales representatives are David R. Cook at Denver; Noel D. Highfill at Sacramento; J. J. Hurley and Raymond R. Caffarelli at Chicago, and Richard W. Taylor at Phoenix.

New sales trainees are Eric C. Stelter at Los Angeles and Dan Heineman at Phoenix.

Manhattan Life



George G. Short

George G. Short has been appointed general agent at Wichita. He began his career in the life business with Equitable of Iowa in 1948. In 1956 he was named general agent at Wichita for Franklin Life. He is a CLU.

Indianapolis Life

James E. Fusco has been appointed general agent at Columbus, O. John N. Botti becomes associate general agent of the Fusco agency and John F. Kavaney is agency supervisor.

Mr. Fusco has been with Midland



James E. Fusco



John N. Botti

Mutual for 16 years as agent and associate general agent at Columbus. He is immediate past president of Columbus Life Underwriters Assn. Mr. Botti for nine years has also been with Midland Mutual, and Mr. Kavaney has been with Indianapolis Life for 18 years.

North American Life, Can.

Robert S. Bowles has been named a manager at Chicago. He was formerly associate manager in the company's Ober agency there. Before that he was brokerage supervisor for the Schwemm agency of Great-West Life at Chicago. He is currently treasurer of Chicago CLU chapter and has also served as a director and secretary, as well as a director of Chicago Assn. of Life Underwriters.



Robert S. Bowles

Great-West Life

J. A. Sylvester has been appointed supervisor at Indianapolis. He joined the company in 1957 as an agent there.

AMERICAN INVESTMENT LIFE has appointed Brook Jones, former supervisor for Kentucky, supervisor for Tennessee to succeed Frank O. Acton Jr., who has been promoted to assistant agency director at the home office. Mr. Jones has been manager of Jefferson Standard Life and before that was with Commonwealth Life. Mr. Acton has been a unit manager of John Hancock and earlier was with Business Men's Assurance and Volunteer State Life.



The WORD

is getting around

REPUBLIC NATIONAL LIFE

now offers

"The" Executive

ACCIDENT POLICY

\$25,000.00 in event of Accidental Death

\$ 500.00 per month as long as insured is totally disabled as the result of an accident.

- Annual Premium **\$79.40**
- Top Commissions

Here's your chance to **GO** places

... with the **GO** Company

Contact ALLEN CURETON, Asst. Vice President and Director, A&S Agencies

REPUBLIC NATIONAL LIFE Insurance Company • Dallas, Texas

Home Office Changes

American Casualty



Leonard P. Harris

Leonard P. Harris has been named employe and public relations director of American Casualty and its three affiliates Valley Forge Life, Valley Forge Insurance Co., and ACCO, Inc. its premium financing affiliate. Mr. Harris is a former reporter and departmental editor for the Columbus, Ga., Enquirer, editorial writer and special assignments reporter for the Scranton Pa., Tribune and Scrantonian and columnist for the Reading Pa., Eagle. He was also director of radio and television relations of the Henry Ford Museum at Dearborn, Mich.

Equitable Society

Named assistant actuaries are Richard H. Fitzpatrick in the mathematical bureau and Harrison Givens Jr. in the group annuity bureau. Assistant mathematicians appointed are Lyman R. Tucker in the valuation and statistical bureau and Burnett A. Halstead Jr. in the research department.

National Fidelity Life



F. L. Stephens Jr.

Frank L. Stephens Jr. has been appointed director of A&S promotion. He began in insurance in 1946. He is a past president of Kansas City A&H Underwriters Assn.

Bankers Life & Casualty

Charles M. Lynde has been named executive assistant to the marketing vice-president. Joining the company in 1945, he moved from claim department manager to assistant agency director before being made field manager in 1950. He left the company in 1952 and returned in the spring of 1957 as manager of the John Marshall group.

United States Life



Stuart L. Russel

Stuart L. Russel has been appointed Pacific region superintendent of agencies. He entered the life business in 1946 and for the past two years has been superintendent of agencies of Pacific Mutual. He is a CLU.

New England Life

Donald F. Ryan, administrative assistant in the office of the president, has been appointed manager of the accounting department. He joined New England as a field auditor in 1955 and became supervisor of auditing in 1956. Alvaro M. Souza, supervisor of ac-

counting since 1958, becomes assistant manager of the accounting department, and Miss Eunice C. Peterson is named staff accountant. Mr. Souza joined the company as an accountant in 1955; Miss Peterson has been with New England since 1942.

United Life & Accident

Douglas B. Whiting, president of

United Life & Accident, has been elected a director of Peerless, fire and casualty insurer. He joined United Life in 1930 as assistant to the actuary and was elected actuary in 1938. He became vice-president and actuary in 1954 and president in 1955.

Security Mutual Of New York

Frederick B. Mitchell has been appointed director of training. He has been manager of training of Paul Revere Life and before that was assistant manager of field training of

Metropolitan Life, which he joined in 1946 as an agent at Trenton. He has been secretary and treasurer of New Jersey Life Underwriters Assn.

Boston Mutual

Alfred Enerud, secretary since 1954, has been elected vice-president and secretary, and Thomas B. Murphy, actuary since 1956, has been elected vice-president and actuary. Mr. Enerud, after being with two Norwegian life companies, became assistant secretary of North American Reassurance

***American Health Insurance**, like its present agencies, is growing on a planned progression program. In 13 other states it has built outstanding agencies—Ohio is next—and as elsewhere, we expect to do a good job and a big one.

Do you belong in our picture? Your most valuable asset—to yourself and to us—is your local reputation. We know, from our background of 20 years of sound, specialized experience, that people like best to do business with a home town business man. To be an American Health Agent you must fill that bill—with enthusiasm, integrity and diligence.

The company and agent who specialize in personal and family insurance serve the public best. By specializing, the company can give its policy owners better value, better coverage, better service. As a specialist, the agent can develop his professional skill, with sufficient time devoted to administering service. American Health seeks substantial volume at a limited, carefully selected number of points—where local service can be provided thru local agents who serve the company faithfully and the public honorably. Only under these conditions is the cost of good local service justified.

If you desire a professional career in business for yourself, this is a unique opportunity. With thorough training, with full company support, and with personal application you can give the amount and quality of service to find a successful and profitable career. Your career will be based on satisfied policy holders.

***American Health sets a pattern**—in designing its coverages, in establishing its rates, in its underwriting methods—that permits the local

Managing Agent (who is the company in his territory) to pay claims on the spot promptly and without red tape. Any informed agent is fully aware of the importance of prompt claim payments to the growth of his business.

If you are the kind of agent we are seeking, you'll be delighted to find that American Health is your kind of company. You'll want to learn more about the very special opportunity we have to offer now . . . in Ohio.

"Where there's a will there's a way." Write for our booklets, "The American Health Story" and "Automatic Progression Program." A sound, secure, profitable career is available to the man who has the will . . . for here is a way. Write direct to Agency Department, AMERICAN HEALTH INSURANCE CORPORATION, 300 St. Paul Place, Baltimore 2, Md.

Our representative will be in Ohio in the weeks ahead. Inquire promptly so that you may be included in his plans.

**A specialist insurer with a reputation for integrity.*



It makes sense to expect special results from a specialist in the field

in 1925. In 1943 he was named assistant to the president of Agricultural Insurance. He joined Boston Mutual in 1946 as auditor and was appointed assistant secretary-treasurer in 1948. Mr. Murphy was an actuarial assistant with Continental Assurance until 1954, when he joined Boston Mutual in the same capacity. He became acting actuary in 1955.

Northwestern National

Richard H. Tallman and George F. O'Leary have been promoted to 2nd

vice-president and actuary and 2nd vice-president, planning and operations research, respectively. Succeeding Mr. O'Leary as auditor is Vernon A. Halvorson, and Serena B. Olson becomes assistant auditor.

Mr. Tallman joined the company in 1941 and in 1952 became an actuary. Previously, he had been with the Ontario insurance department. Mr. O'Leary went with Northwestern National in 1946, and he became auditor in 1952. Mr. Halvorson, with the company since 1953, became assistant

auditor in 1956. Miss Olson started as general bookkeeper in 1920 and has been in the auditing department since 1936.

Federal Life

Harold N. Johnson has been appointed assistant agency secretary.

Aetna Life

Nicholas M. DeNezzo, assistant superintendent of agencies, has retired.

He joined the company in 1907 and headed the dividend and conservation divisions before being named agency assistant in 1930. In 1936, he became supervisor of field service.

Kansas City Life

Jack D. McInnes Jr., agency secretary, has retired. With the company for 29 years, he was in personal production and agency management prior to becoming agency secretary in 1954.



J. D. McInnes Jr.

Manufacturers Life

R. E. Dowsett, vice-president and secretary since 1951, has been appointed vice-president and a director and L. M. Davison, associate secretary since 1955, becomes secretary.

W.O.W., Omaha

Walter J. Ongert has joined Woodmen of the World, Omaha, as director of consolidated internal services.

BALTIMORE LIFE has elected Gavin A. Pitt, vice-president of Johns Hopkins University, a director.

HBA LIFE has appointed Robert J. Crouch advertising and purchasing manager. He has been in advertising agency work at Syracuse.

U. S. Life To Hold Eight Two-Day Sales Seminars

United States Life has completed plans for its 1959 series of sales seminars which will begin the middle of September and continue through October.

The two-day seminars will be conducted in eight major U.S. cities and are aimed at giving the field force increased product knowledge, new sales ideas and information on the company's competitive position.

Home Office Team

A team of home office representatives will conduct the meetings and includes James Lynch, A&H division; Warren Smith and Carl Woodward, group division; and Lewis Robinson, Marvin Weil and James T. Ritchie, who will handle the life insurance portion of the seminars.

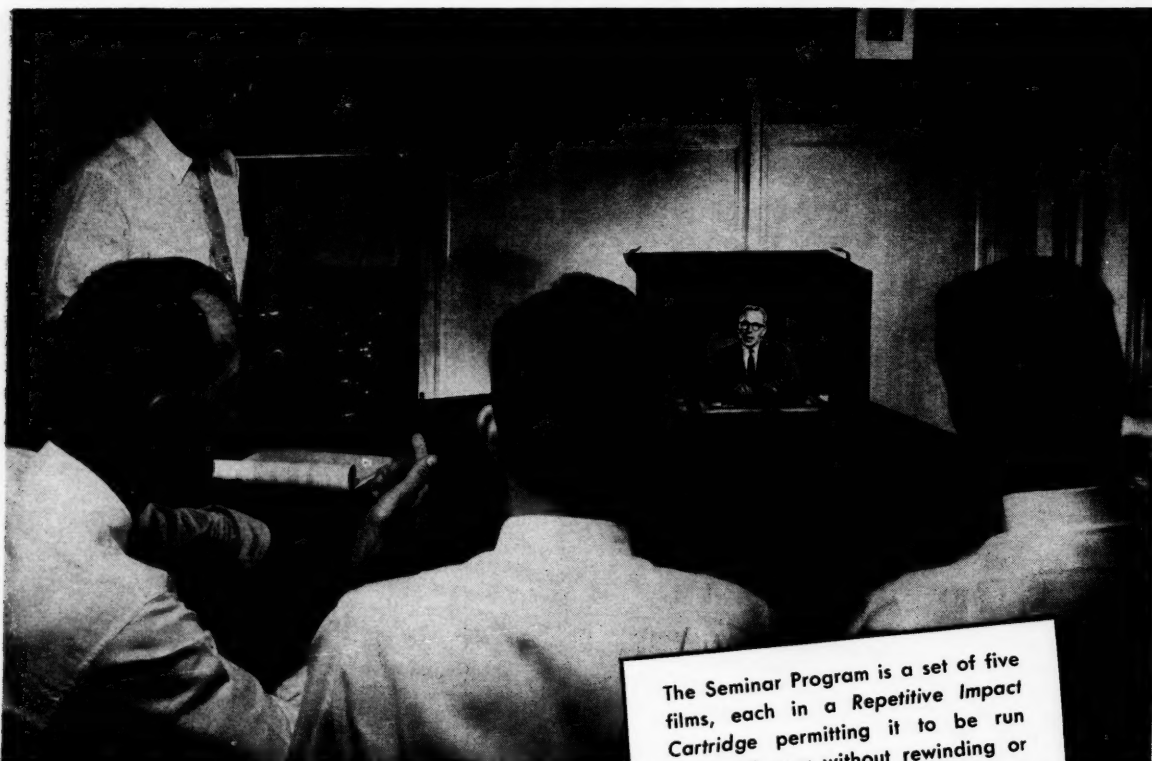
Seminars begin in Cleveland, Sept. 14-15, and continue to Chicago, Sept. 17-18; Los Angeles, Sept. 22-23; Boston, Oct. 5-6; Rochester, N.Y., Oct. 9; Garden City, N.Y., Oct. 13-14; New York, Oct. 19-23, and Harrisburg, Oct. 27-28.

Pilot Life Plans Addition To Home Office Building

Pilot Life has authorized architects to submit plans for a proposed addition to the home office. Cost of the addition will be approximately \$1.5 million. It will be erected across the rear of the annex, which was added to the main building in 1950. The total structure will form a giant "H."

The new addition will measure 180 feet by 60 feet and will give Pilot Life 70,000 square feet of added office space.

Here's the first major break-through in life insurance training in 40 years!



Exciting new Seminar Technique puts your trainees in sales situations just as they occur in the field!

WITH THIS revolutionary technique for teaching sales skills, you train your agents by actual practice under all the pressure and emotion of real-life situations—but under conditions that permit the trainer to observe, and without the risk of losing a prospect!

The Seminar Training Program utilizes a series of short, sound-motion pictures, each film vividly portraying a carefully researched sales situation such as regularly confronts a man in the field.

While the film is running, each trainee actually talks to the prospect on the screen; and the prospect, in turn, responds. Thus the agent learns how to make a presentation under actual field conditions, how to handle objections and how to steer an interview to the close.

The Seminar plan is the first major break-through

The Seminar Program is a set of five films, each in a Repetitive Impact Cartridge permitting it to be run over and over without rewinding or re-threading. Cartridges mount on any standard 16mm sound motion picture projector by means of a special adapter arm furnished with the films.

in life insurance training techniques since the appearance of organized training courses 40 years or more ago. With it, you compress weeks of actual field experience into hours of concentrated training under rigorous, realistic, but controlled conditions. As a result, new agents go into the field, competent and confident in coping with reality—and experienced men gain a new degree of field sharpness that surprises even the most adept.

The Seminar program does NOT replace your present training course. It is not itself a training course but, rather, a tool for use with ANY training course. This is training in sales skills to implement training in knowledge.

But you must see this new technique in action to appreciate how effective it can be. We invite inquiries about demonstrations. Write—

THE ROUGH NOTES CO., INC.

1142 N. MERIDIAN ST. — INDIANAPOLIS 6, INDIANA

Sept
You
Insu

intenti
lowing
floppee
16, an
bunch.
Our
temper
that o
no bet
picked
were i
though
two of
results

1. T
scious
who n
might
salary
boss" a

2. T
many
a very
of a bi

Tried I

Mr. I
agents
with h
means
ads.

One
newspa
a differ
personn
all fea
and pro
siderabl
ing. No
Differen

the sam
Here
the ads
one did
stances
two ads
nine me
the age
these ad

week.

The a
insuran
practica
salary a
earnings
its first
in just a

Clicks I

The d
Mr. Dr
reported
concertin
as she
Mutual"

silence c

MA

Midwest

East

West Coast

West

East

Midwest

Midwest

East

Midwest

With the

selection

available

ice charg

Write for

tion to re

FEE

INSUR

330 S. W

Young Ad-Answerers' Bias Against Insurance Selling Easy To Change

(CONTINUED FROM PAGE 2)

intention of switching them the following week as a test. They both flopped. One drew 11 replies, the other 16, and not a good candidate in the bunch.

Our disappointment was somewhat tempered by information we received that other agencies' ads were doing no better. Employment generally had picked up a bit and fewer applicants were interested in insurance jobs. We thought, however, that there might be two other explanations for the poor results:

1. That in today's security-conscious world even the self-starters who make the best insurance agents might pay more attention to a good salary offer than to "be your own boss" appeals.

2. That when jobs are plentiful many applicants might pass up even a very attractive offer merely because of a bias against insurance selling.

Tried Less Expensive Ads

Mr. Drimal was still in need of new agents and we decided in consultation with him to test these theories by means of less-expensive help-wanted ads.

One day there appeared in the same newspaper three ads, each signed by a different member of the supervisory personnel of the Drimal agency. They all featured a \$6,000 starting salary and promised an opportunity for considerably higher earnings after training. None ran more than seven lines. Different wording was used to convey the same message in each ad.

Here is the crucial point: Two of the ads mentioned life insurance and one did not. The rest of the circumstances were essentially the same. The two ads produced responses from only nine men, none of whom were up to the agency's standard, and of course these ads were dropped after the first week.

The ad which did not mention life insurance—and which, in fact, gave practically no information except the salary and the opportunity for future earnings—pulled about 80 inquiries in its first appearance and ran the total in just a few weeks up to 296!

Clicks In The Receiver

The day after the first ad appeared Mr. Drimal's switchboard operator reported a flood of calls, but in a disconcerting number of them as soon as she plugged in and said "Penn Mutual" there was a click and then silence on the line.

LIFE - A AND H MANAGERIAL OPENINGS

\$20,000 - \$10,000

Midwest	Life Actuary (V.P.)	\$20,000.
East	Life Controller	\$16,500.
East	Group Manager	\$15,000.
West Coast	A & H Admin. Mgr.	\$15,000.
West	Life General Mgr.	\$15,000.
East	Life Asst. Agcy. Direct.	\$12,500.
Midwest	Asst. Life Controller	\$12,000.
Midwest	Life Training Director	\$10,000.+
East	Medical Director	\$10,000.
Midwest	Advertising Supv.	\$10,000.

With the end of the vacation period, large selection unusual administrative openings available. Majority, employer pays our service charge.

Write for "HOW WE OPERATE". No obligation to register.

FERGASON PERSONNEL

INSURANCE PERSONNEL EXCLUSIVELY
Harrison 7-9040
330 S. Wells St. Chicago 6, Ill.

After a quick conference in Mr. Drimal's office, the operator was instructed to answer merely "Murray Hill 2-7200," in the hope that someone would at least get a chance to talk to the callers.

It worked. Of the 296 callers who didn't hang up until they had been told a few facts about life insurance careers, the best qualified were in-

vited to come in and about 50 were interviewed.

To date six of these men have passed through the Drimal agency's thorough screening process—which includes interviews by Mr. Drimal and his supervisors, the LIAMA aptitude index, a battery of projective psychological tests and an interview with a psychiatrist—and emerged as agents under contract.

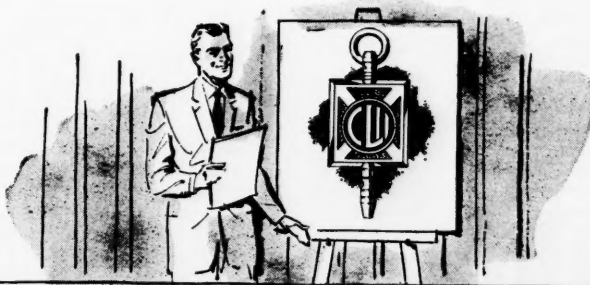
Although other activities being undertaken to help build the agency may have more long-range effect on recruiting, the change in methods of

advertising for men has produced successful results for the current phase of the recruiting program. It has also led to these conclusions:

Led To Three Conclusions

1. Being specific about starting salary improves the response to employment ads. This is the only consistent difference between the successful classified ad and the original display ads, since one of the latter mentioned life insurance and the other didn't.

2. Many young men were interested in selling life insurance when they



"No wonder I like to sell John Hancock"



His company wants him to aim high

The man who earns the Chartered Life Underwriter designation is recognized as an insurance professional by those he serves—and by his fellow agents, too. People know they can rely on him for sound advice on all life insurance problems.

Many John Hancock representatives are preparing for the CLU examinations of the American College of Life Underwriters, for they realize this study equips them to better serve their client communities.

The John Hancock man knows that his company, by strongly encouraging CLU study, is actively helping him to get ahead—just another reason why he likes to sell John Hancock.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

The John Hancock Signature Series



the most advanced life insurance portfolio

learned what it was all about, but almost none of them would have answered the ad and obtained this information if the advertisement itself had specified life insurance.

3. The bias against insurance selling is usually not so deep that it can't be overcome in telephone conversation by a general agent or supervisor.

Implications Are Important

There are important implications for the whole life insurance business in the dramatically demonstrated distaste of young men for what they think life

insurance selling is like. This attitude is not a healthy one for the industry. A big job lies ahead to change the image of life insurance as a career.

The six new agents of the Drimal agency have much better than the average chance for success because of the selection methods used. Instead of 20% of recruits still in the life insurance business at the end of one year and only 5% at the end of five years, as is typical of the experience of many agencies, more than two-thirds of the men who survived Mr. Drimal's complete screening process in the past six

years are still in life insurance, most of them in the Drimal agency.

Mr. Drimal, who has always had many professional men among his clients, discussed the problem of excessive turnover with his friend, Dr. Gerald F. Perry of Manhasset, N.Y., a psychiatrist. Dr. Perry thought that if he were allowed to examine the applicants he could pick out most of the ones who were destined by traits of personality to failure in the life insurance business.

Since Mr. Drimal became general agent in 1953, it has been his practice

to send the candidates who have already passed the LIAMA aptitude test and an interview at the agency to Dr. Perry for his recommendation.

Candidate Reveals A Lot

Dr. Perry appraises the applicant's personality aided by a battery of psychological tests in which the subject reveals a great deal about himself without realizing it. This is followed by a long interview with the psychiatrist. Dr. Perry has recommended, sometimes with reservations, about one-third of the applicants sent to him.

Mr. Drimal recalls that in the beginning he was skeptical enough about Dr. Perry's ability to call all his shots that he took on several men who had not been recommended. In each case the man fell by the wayside for exactly the reasons predicted by the psychiatrist. Among 37 recruits taken in without a psychiatric appraisal, or in spite of an adverse report, only 4 are still in the life insurance business.

One purpose of the psychiatric test, of course, is to eliminate seemingly good candidates who have serious mental or emotional problems. One man Mr. Drimal passed up on the advice of Dr. Perry was recruited by another general agent, whom he shortly sued. He also got in trouble with the police and ended up in a mental hospital.

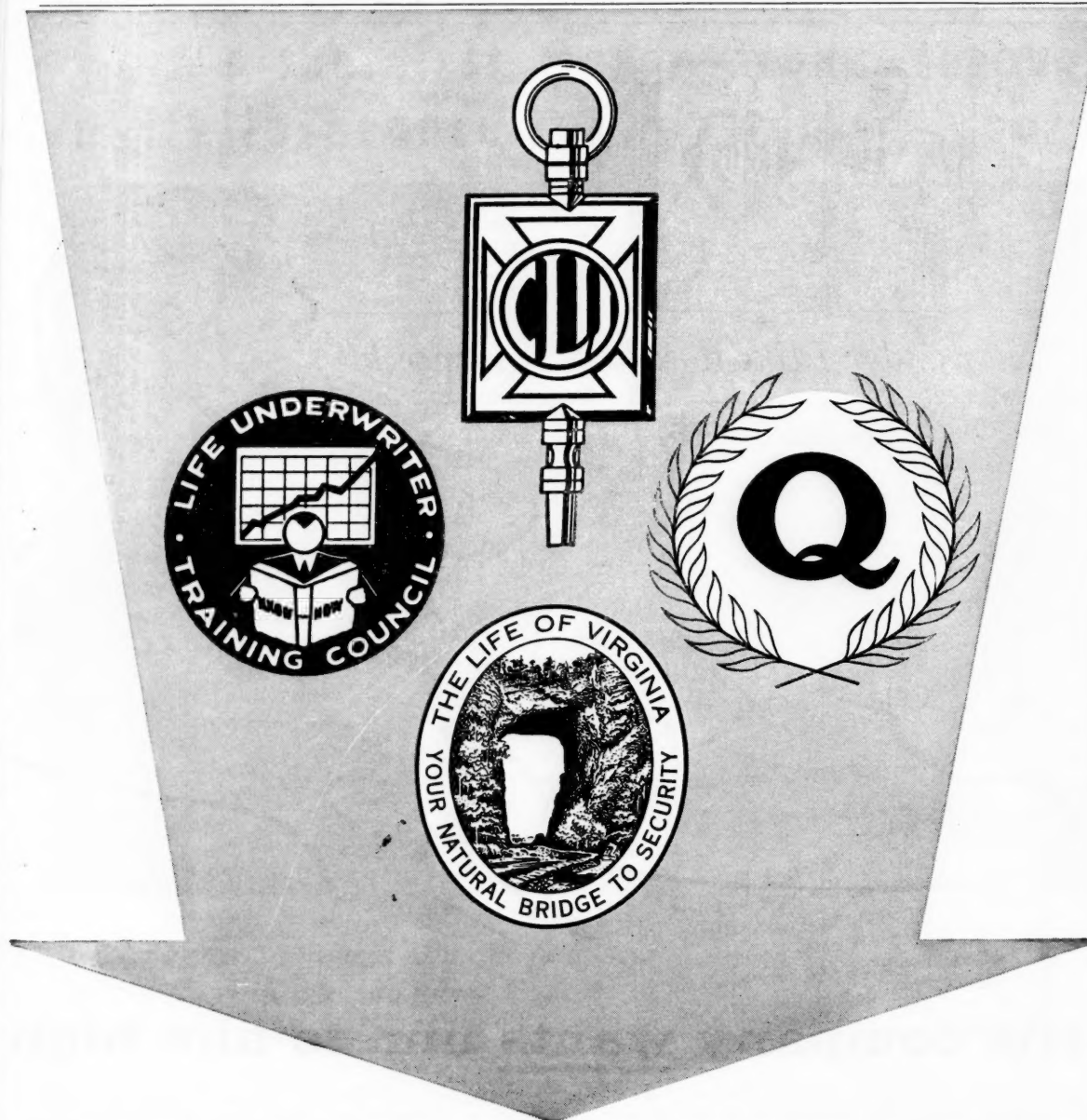
The more important purpose, though, is to find out whether normal individuals have the kind of personality that goes with success in life insurance. At a training-period salary of \$400 or \$500 a month, men who drop out after four to six months cost the general agent a couple of thousand dollars each. The psychiatrist's fee would only be a fraction of this.

No Room For Low IQs

Some of the traits found in successful agents are high intelligence (Mr. Drimal doesn't consider anyone unless he is at least 15 points above average IQ), self-direction rather than dependence on others, and an aggressive drive for accomplishment that helps him stand up to the pressure of competing against his own sales record and those of top-producing agents.

Emotional problems are not necessarily a barrier if the individual is coping with them realistically. Even hostility and aggressiveness can be turned into assets if the individual finds his outlet in a drive for accomplishment. On the other hand, an overdose of these traits would only result in the agent getting into a dispute with the client and spoiling the sale.

Interest and sympathy for other people and their problems is good up to a point, but the successful agent doesn't carry this too far and become so deeply involved in the client's



FOUR SYMBOLS - ONE GOAL

Each of these symbols identifies an organization that is dedicated to establishing and maintaining the highest standards of life insurance service.

The coveted Chartered Life Underwriter key symbolizes the topmost professional educational attainment. The Life Underwriter Training Council's badge represents industry responsibility in passing on lessons of practical experi-

ence. The National Quality Award "Q" is recognized as a reward for superior quality of life insurance service to the public.

The fourth symbol is the emblem of The Life Insurance Company of Virginia, a company that encourages and supports the activities of all organizations dedicated to the education, training and development of the professional life insurance salesman.

THE LIFE INSURANCE COMPANY OF VIRGINIA
SINCE 1871 RICHMOND, VIRGINIA

MANAGEMENT A CONSULTANTS

O'TOOLE ASSOCIATES
Management Consultants
To Insurance Companies
Established 1945
220-02 Hempstead Avenue
Queens Village 29, N. Y.

CONSULTANTS
IN MARKETING AND
FOR THE
FRANK LANG & ASSOCIATES
ONE NORTH LA SALLE ST. CHICAGO 2, ILLINOIS
MANAGEMENT
INSURANCE BUSINESS
521 FIFTH AVENUE
NEW YORK 17, N.Y.

problems that he forgets to sell insurance.

A trait particularly to be avoided is passivity or dependence. At first some men of this type were accepted when it was thought that they could be helped to overcome it. Dr. Perry says, "We goofed!" and now carefully avoids anyone whose pattern of life has been to let others make decisions for him.

Recruits Have Done Well

Effective recruiting and good selection have paid off handsomely for the Drimal agency. Mr. Drimal believes this was the first agency to use a psychiatrist on a regular basis to help

in selection and he knows of only one other general agent who is currently doing so.

Mr. Drimal's recruits have done well. The average age of the men is 26. Six of them qualified for plaques from the company for having written more than a million dollars' worth of business last year. Three of them have become general agents and one is an associate general agent. A substantial number are studying for the CLU designation.

The Drimal agency was one of the original recipients of Penn Mutual's career builder award and was officially cited last year as one of the company's "Top Ten" agencies.

California Life Offers

New Line Of A&S Policies

California Life is offering a new line of A&S hospitalization and disability plans. All policies are available on an individual basis as well as through franchise contracts. Special features in the franchise contracts include guaranteed renewability and elimination of waiting periods for sickness.

The basic hospital policy offers a choice of from \$10 to \$25 in daily room benefits and a surgical rider with maximum benefits of \$100, \$200, \$300 and \$400. Family plans offer a medical rider providing benefits for doctor calls in the home, hospital and office, and set up a \$50 benefit for unallocated laboratory expenses outside the hospital. The policy and surgical rider are available on an individual basis to persons up to age 70, on a franchise plan to persons up to age 75.

The company's catastrophe hospital-surgical policy is now being offered

Fraternal Insurance In Force At \$12.5 Billion

Some \$12.5 billion of insurance in force has been written by fraternal as of July, according to National Fraternal Congress. This 2½% of the total insurance written in the U. S.

Insured and social membership in the 73,244 fraternal lodges amounts to 9,137,594.

In 1958, fraternal wrote 629,976 policies valued at \$1,586,371,007. Benefits paid last year totaled \$176,254,252.

on an individual basis, and is available with a \$200, \$300, and \$500 deductible. Coverage is offered to persons age 18 to 69, and on the family plan includes children from three months to 18 years. Benefits include up to \$5,000 for unallocated hospital expenses; a surgical schedule up to \$500; \$10 per day for doctor calls in the hospital when no surgery is performed, and 75% of private nurse fees while hospitalized.



FIDELITY

A WELL-BALANCED COMPANY

A distinction
increasingly recognized
in the field of
Life Underwriting

The FIDELITY MUTUAL
LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



TIME for Things that Matter

New forms of personal protection, as families grow, become increasingly necessary in an expanding economy.

Inter-Ocean, ever cognizant of the need for better family protection, offers an effective line of life, accident and sickness, and income protection policies. These policies are competitive, insured for risks inherent in the future of a developing country.

For example: Inter-Ocean's One-For-All family plan that insures the entire family under ONE single policy. It's TIME

For Things That Matter. Why not write today for more information? Brokerage inquiries invited, also.



INTER-OCEAN

INSURANCE COMPANY
CINCINNATI 2, OHIO



PERSONAL PROTECTION SINCE 1903
COMMERCIAL • WEEKLY PREMIUM
ORDINARY • GROUP

Editorial Comment

Why Re-License Crooked Ex-Agents?

A prominent company president has added his confirmation of the amount of twisting that is going on and the difficulty of getting insurance departments to do anything about it, as stated in the editorial in THE NATIONAL UNDERWRITER of Aug. 1.

"I go along with you in your statement that the insurance departments are very lax and uncooperative in attempting to do anything about twisting," he writes. "They are also very lax about other crooked operations of agents. Our company has filed definite charges in various departments about agents who have stolen our money and whose defalcations have been proved to the point where the bonding company has made good. And yet we have seen those same departments license these individuals for other companies so they can go out and steal some more. I hope you will start prodding the departments on their laxity in this respect."

Frankly, we hadn't thought much about this latter type of situation, or we certainly would have done some editorial drum-beating. It seems incredible that a state insurance department pretending to do any kind of a regulatory job would license a man who has been proved untrustworthy as an agent. For an insurance commissioner to take a soft attitude is inexcusable.

To argue that it is unfair to deny a man a license because he has been convicted of a crime is obviously an evasion of responsibility. If absence of an actual conviction is the insurance department's only criterion, then there is not much sense in investigating would-be agents beyond determining that they are not known criminals. Certainly the insurance laws of any state intend that an insurance commissioner exercise considerably more discretion than that!

One course would be for the company that caught the agent with his hand in the till to see that he is prosecuted and convicted. However, having lost money, perhaps a substantial sum, on such a rogue, it seems a little unreasonable to expect the company to push the case at a cost of addition-

al money and time.

Perhaps the feeling of an insurance commissioner who takes this live-and-let-live attitude is that an insurer that fails to check on the record of an agent it is taking on deserves no better than to be mulcted. Yet this behavior on the part of a commissioner seems inconsistent with even an elementary sense of responsibility toward the insurance business.

Moreover, the commissioner should bear in mind that an agent who will steal from his company may next time find it easier to steal from a client. And even if he should not happen to steal from a client, what kind of conscientious, honest insurance advice is to be expected from a man whose moral code permits him to steal from his employer?

It would be interesting to know how many other companies have found that their discharged crooked agents managed to get back into the business with another company because of insurance department laxity. —R.B.M.

Personals

Ardell T. Everett, 2nd vice-president of Prudential, has been named chairman of the advisory committee on health insurance of U. S. Chamber of Commerce, succeeding E. J. Faulkner, president of Woodmen Accident & Life. Mr. Everett is also a member of the national advisory committee for the 1961 White House conference on aging.

Frederick A. Schnell, 2nd vice-president of the Los Angeles regional home office of Prudential, has been appointed general volunteer chairman of the Los Angeles Red Cross fund campaign. He was also chairman last year when the drive reached a peacetime high.

Commissioner **Frank Blackford** of Michigan suffered minor injuries when a car in which he was riding with Lt. Gov. John B. Swainson collided with

another at an intersection. The driver of the other car was hospitalized with serious injuries and received a ticket for failure to yield the right of way. Mr. Blackford was not hospitalized. The two officials were returning from Lansing to Detroit at the time.

Deaths

CHRISTOPHER A. GOUGH, 84, former deputy insurance commissioner of New Jersey, died at his home in Trenton. He retired in 1951 after more than 30 years with the department.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co. 135 S. La Salle St., Chicago, September 1, 1959

	Bid	Asked
Aetna Life	274	284
Beneficial Standard	17	18 1/4
Business Men's Assurance	41	42 1/2
Cal.-Western States	114	118
Commonwealth Life	27 1/2	28 1/2
Connecticut General	374	380
Continental Assurance	147	151
Franklin Life	79 1/2	81
Great Southern Life	85	88
Gulf Life	23 1/2	24 1/2
Jefferson Standard	95	97
Kansas City Life	1470	1500
Liberty National Life	61	63
Life & Casualty	22 1/4	23 1/4
Life of Virginia	53	55
Lincoln National Life	236	240
National L. & A.	112 1/2	115
North American, Ill.	16	17
Nw. National Life	100	110
Ohio State Life	260	285
Old Line Life	64	66
Republic National Life	75	79
Southland Life	104	109
Southwestern Life	146	151
Travelers	92 1/2	94
United, Ill.	46	48
U. S. Life	43	44 1/2
Washington National	61	65
Wisconsin National Life	44	46

New Handbook Ready For So. Cal.-Ariz.

A new Underwriters Handbook of Southern California and Arizona has just been published by the National Underwriter Company. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout this territory. Copies of the new Southern California and Arizona Handbook may be obtained from the National Underwriter Company at 420 East Fourth Street Cincinnati 2, Ohio. Price \$15.00 each.

Conventions

Sept. 11-12, Southwest Management Conference, Statler Hotel, Dallas.
Sept. 20-23, National Fraternal Congress of America, annual Sheraton Hotel, Philadelphia.
Sept. 20-25, National Assn. of Life Underwriters, annual, Bellevue-Stratford Hotel, Philadelphia.
Sept. 21, Fraternal Actuarial Assn., annual, Sheraton Hotel, Philadelphia.
Sept. 27-30, International Claim Assn., annual, Americana Hotel, Miami Beach.
Sept. 28-30, Life Office Management Assn., annual, Edgewater Beach Hotel, Chicago.
Oct. 1-2, Zone IV National Assn. of Insurance Commissioners, French Lick Springs Hotel, French Lick, Ind.
Oct. 12-13, Conference of Actuaries in Public Practice, annual, Drake Hotel, Chicago.
Oct. 12-16, American Life Convention, annual, Edgewater Beach Hotel, Chicago.
Oct. 26-28, Life Advertisers Assn., annual, Drake Hotel, Chicago.
Oct. 28-30, Institute of Home Office Underwriters, annual, Statler Hotel, St. Louis.
Oct. 28-31, Mid-West Management Conference, annual, French Lick Springs Hotel, French Lick, Ind.
Nov. 9-11, Society of Actuaries, annual, Greenbrier, White Sulphur Springs, W. Va.
Nov. 9-13, LIAMA, annual, Queen Elizabeth Hotel, Montreal.
Nov. 12-13, New York Life Underwriters Assn., fall delegate meeting, Sheraton Inn, Hampton.
Nov. 16-18, Health Insurance Assn., individual insurance forum, Biltmore Hotel, New York.
Dec. 8, Institute of Life Insurance, annual, Waldorf-Astoria Hotel, New York.
Dec. 9-10, Life Insurance Assn. of America, annual, Waldorf-Astoria, New York.
Dec. 27-30, American Assn. of University Teachers of Insurance, annual, Washington Hotel, Washington, D. C.

1960

Texas Tri-City Sales Congress, Feb. 25, Dallas.
Feb. 26, San Antonio; Feb. 27, Houston.
May 19-23, MDRT annual, Hawaiian Village Hotel, Waikiki Beach, Hawaii.

N. Y. Releases 1958 Disability Benefits Experience Figures

Superintendent Thacher of the New York department has released the combined 1958 experience of companies authorized to do business in the state under the disability benefits law. The experience tables show that in 1958, 2,370,569 employees were insured for the minimum coverage required by law.

The experience under plans which provide benefits in excess of those required by the disability benefits law covering an additional 1.5 million workers, is not included in the tables since the department feels no significance can be drawn from this experience in view of the many variations involved.

Increases Shown

During 1958, the frequency of claims, the duration of disability and the cost per claim—all showed increases. For each 100 employees insured, 6.65 received benefits in 1958 as compared to 6.5 per 100 in 1957. Average disability period in 1958 was 6.54 weeks as against 6.51 in 1957. Average cost per claim was \$210.94 an increase of \$13.01. Also, 29.3% of the males as compared with 7.4% of the females received the maximum weekly benefit rate of \$45, a consequence of higher average weekly earnings among male workers.

Other 1958 vs 1957 experience figures are: amount of covered payroll, \$6,439,179,996 and \$6,616,748,043; number of initial claims allowed, 157,539 and 161,761; total number of weeks paid, 1,030,266 and 1,053,506; losses paid, \$33,230,675 and \$32,016,981; average weekly rate of benefits paid, \$32.25 and \$30.39, and annual claim cost per employee, \$14.02 and \$12.95.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper of Life and A&S Insurance

EDITORIAL OFFICE

17 John St., New York 38, N. Y.
Tel. BEekman 3-3958 TWX NY 1-3080
Robert B. Mitchell, Executive Editor
William MacFarlane, Assistant Editor

CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
John C. Burridge, Associate Editor
Richard G. Ebel, William H. Faltyssek and R. E. Cusaden, Assistant Editors
Marjorie Freed (production) and Barbara Swisher, Editorial Assistants

OFFICERS

John Z. Herschede, President
Louis H. Martin, Vice-President
Kenneth O. Force, Vice-President
H. P. Gravengard, Vice-President
Robert B. Mitchell, Vice-President
George C. Roeding, Vice-President
James C. O'Connor, Secretary
Joseph T. Maloney, Treasurer

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704 TWX CG 654
Raymond J. O'Brien, Advertising Manager

BUSINESS OFFICE

420 E. Fourth St., Cincinnati 2, Ohio
Charles P. Woods, Sales Director
REGIONAL SALES MANAGERS

Fred Baker, Atlanta
Paul Blesi, Cleveland
Alfred E. Cadis, Dallas
David Chapman, Des Moines
J. T. Curtin, New York
Dana L. Davis, Boston
James E. McSurely Jr., Denver
William J. Gessing, Detroit
Clarence W. Hammel, New York
Roy H. Lang, Boston
Howard J. Meyer, Minneapolis
Raymond W. Rieke Jr., Los Angeles
William D. O'Connell, Chicago
George C. Roeding, Cincinnati
A. J. Wheeler, Chicago
Robert J. Wieghaus, Chicago
George E. Wohlgenuth, St. Louis
Robert I. Zoll, Philadelphia

SUBSCRIPTIONS: 420 E. Fourth St., Cincinnati 2. \$7.50 per year (3 years, \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$9 per year (3 years, \$24.50). 30 cents per copy, back copies 50 cents. CHANGE OF ADDRESS: Enclose mailing wrapper and Post Office form 3579 with new address, and allow three weeks for completion of the change.

500 Attend Pyramid Club Convention

(CONTINUED FROM PAGE 6)

keeping their key and management employees by providing insurance protection," he said. As a result of the expected growth in population and the increased income of the average worker over the next decade, life insurance sales will make very substantial gains.

Sees More Account Selling

He predicted increased account selling under which a producer takes care of total insurance needs of business firms and individual buyers; expansion of multiple-line selling as a result of the competition from direct writers; packaging of premium payments in line with the American system of paying for things on the installment plan.

Mr. Kraemer also said that the vast majority of insurance premiums in the future will be paid by automatic, authorized withdrawals for premiums on a client's checking account and by deductions from salaries or by inclusion of the premium with payments on home mortgages.

Stanley J. Neuman, general agent

at Los Angeles, said life companies are confronted with the vital job of focusing attention on the unique advantages of permanent life coverage as an investment.

Because of the insurance industry's preoccupation with protection needs and its desire for insurance in force—namely "term-on-term" low cost policies and high group limits—the buying public no longer accepts at face value the statement that there is no substitute for life insurance as good investment property, he observed. He warned that any property purchased for long range accumulation of funds must pass the acid test of being able to meet emergency needs prior to terminal date, as permanent life insurance does.

Also on the program were Hal Nutt, director of the Purdue institute; James du Pont of E. I. du Pont de Nemours & Co.; Dwight Johnson, general agent at Philadelphia; Andy Pane, group eastern division manager; Martin McCarthy, group mid-America division manager; Robert Van Lone, San Pedro, Cal.;

Lynn Williams, Wichita; Leo Schmelzer, general agent at Madison, Wis.; Ray Hodgson, superintendent of agencies; Garnet Clark, Annapolis, Md.; Jack McCann, Detroit; Bryant Sells, Long Beach, Cal.; John McSherry, general agent at Minneapolis, and Charles Comeau, general agent at Garden City, N. Y.

A plaque was presented to President Howard C. Reeder in appreciation of his support of the company's CLU Assn.

Marcus's Math Maligned

An item quoting a United Press International interview with Michael D. Marcus, Chicago investment counselor and life insurance analyst, carried over a typographical error from the newspaper clipping, so it appeared that Mr. Marcus was saying that a year's interest on a \$1,200 loan at 5% would be \$80, instead of the correct figure, \$60.

The Sale agency of St. Louis led General American Life agencies in July in individual insurance.

Agency Section Program Set For ALC Annual

The program for the Oct. 13 meeting of American Life Convention's Agency Section has been arranged. The ALC annual meeting will be held Oct. 12-16, at the Edgewater Beach Hotel in Chicago.

Section Chairman A. E. Wall, agency vice-president of Confederation Life, will preside. Robert E. Murphy, president of California-Western States Life, will speak on "What Should a President Expect from His Agency Vice-President?" Micou F. Browne, executive vice-president of Occidental of North Carolina, will talk on "Are We in the Proper Orbit?" S. Rains Wallace, director of research of LIAMA, will discuss "Venture Insurance."

In the afternoon, Edwin S. Raub of Edward N. Hay & Associates will speak on "Defining Accountability and Developing Managers," and Ralph G. Nichols, professor of speech at the University of Minnesota, will speak on "He Who Has Ears."

Skog
says...



H. P. SKOGLUND, President

Poor Richard is Still Right!

Complaining about high taxes, it seems, has always been a popular pastime. At no time in modern history have the taxes paid for government—local, state and national—been higher. But back in 1757, Benjamin Franklin, writing as Poor Richard, made some observations about taxes that we may well keep in mind today.

"Taxes are indeed very heavy," he wrote, "and if those laid on by the government were the only ones we had to pay we might more easily discharge them; but we have many others and much more grievous to some of us."

Squandered time, he observed, is the heaviest tax of all and one we impose on ourselves. As Poor Richard said, "Sloth, by bringing on diseases, absolutely shortens life; for sloth, like rust, consumes faster than labor wears."

I agree with Poor Richard. Doing nothing wastes precious productive time, shortens life.

Making the most of productive time is important. And equally important is what you do with the dollars that productive time earns for you. North American's Lifetime Income Plan is one way to make sure your dollars continue working for you, by returning a guaranteed income for the rest of your days from the retirement date you specify. It will be worth your time to find out more about it.

Call on the North American representative in your area.

HELP in paying the way for successful interviews is provided North American field men by newspaper ads like this appearing nationally in Nalac markets.

It's one way Nalac's CONFIDENT LIVING* approach is working to assure CONFIDENT SELLING for its men. Complete portfolio of Life and S&A. Ask for Brochure BO-321.

*Exclusive North American service mark

Over
\$3½ Billion of
Life Insurance
in Force.

Home Office:
Minneapolis, Minnesota
Canadian Head Office:
Hamilton, Ontario



NORTH AMERICAN
Life and Casualty Company

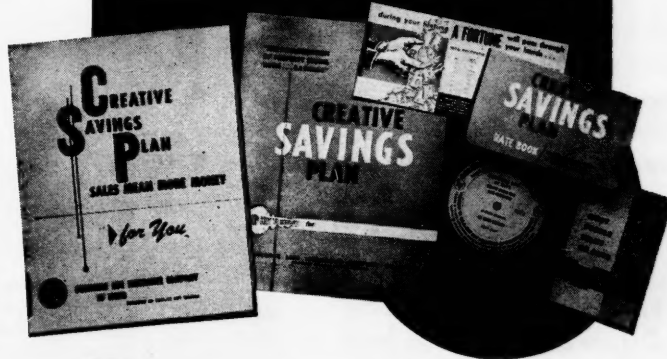
H. P. Skoglund—President J. E. Scholefield, CLU—Vice President, Director of Agencies

NORTH AMERICAN INSURES CONFIDENT LIVING

He's on the
RIGHT ROAD
with
Equitable Life
of Iowa's



CREATIVE SAVINGS PLAN



Most people want to save money. Any savings plan is commendable, but the Equitable Life of Iowa's Creative Savings Plan combines the best features of other plans and then goes on to add its own distinctive values. The Creative Savings Plan is designed to help you get right into the heart of an interested interview—and the complete sales kit, including a phonograph training record, gets you there quickly. When the Career Life Underwriter works this presentation, he's on the RIGHT ROAD.



Equitable

LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES

Advanced Management Conferences Are Designed To Develop Executive Capacity

(CONTINUED FROM PAGE 1)

also the ways it can be made effective on the job. Beyond that there has to be an underlying conviction that constructive thinking is really wanted and encouraged by top management. It's all too easy for top management in a business organization to endorse "initiative" and "originality," while rejecting evidence of either as vision-

ary or impractical.

Kreder Initiated Plan

It was Karl H. Kreder, 2nd vice-president in charge of the personnel division, who recommended the advanced management conference plan as a vital aid to the company in meeting this challenge. Almost as soon as

he was placed in charge of the personnel division 18 months ago, he began developing plans for such conferences and proposing the idea to Metropolitan's top management.

This was no easy job, despite the obvious appeal that the project had. It would involve a lot of time in the aggregate, for with two sessions per summer, almost everybody from division managers and up would participate within four summers. It also meant a sizable financial outlay—money that shouldn't be spent unless substantial benefits could be expected to accrue.

The second of the advanced management conferences has just concluded at Princeton, N. J. Its purposes perhaps best be summarized by quoting from the talk Mr. Kreder made to open the middle week of the conference.

"Management involves getting along with people and it involves achieving goals through people. But the primary job in management at Metropolitan is to provide a climate in which persons working there, regardless of differences in background, age, and present position, can grow and develop."

Self-Development The Key

"Now please notice that I said 'people to grow and develop,'" he emphasized. "I did not say that management's job is to develop people. There's a big difference. In my opinion, no one can develop anyone but himself. So far as the company is concerned, I believe it is its responsibility to provide the opportunities and incentives for others to develop themselves."

"Let's see what we are doing about it. We can start right here in this room, with this conference. We feel that we are assuming our responsibility in offering you, as members of our advanced management team, an opportunity to develop yourselves. As you know this conference took months of planning. It entails a substantial budget outlay. It requires wholehearted cooperation of our top group of officers as well as our visiting faculty. It exemplifies, I think, our major objective—that of providing the opportunity for our associates to develop themselves."

Jobs Not Like They Were

To dramatize the increasingly competitive manpower situation and the greater complexity of the life insurance business, Mr. Kreder asked the group:

"Is your job, whether you occupied it then or not, the same job that it was 10, 15, or 20 years ago? What about the man who held your job 20 years ago? Could he fill your job as it exists today? I'm sure that in a great many instances the answer is 'no, he couldn't.'"

"What I'm trying to say is that it's not enough for our replacements to be as good as their predecessors. That just won't do. They need to be better. There has to be a continual upgrading all along the line, if we are going to keep pace with the competition... and we are! We must recruit people with potential and, what is even more important, provide the opportunities for them to develop it."

Booklet Outlined Aims

What objectives did Metropolitan have in mind in projecting its advanced management conferences? Here's how they were stated in a booklet prepared in advance for the information of company officers:

"The advanced management conference offers a type of educational experience not encountered in most business organizations, nor in regular university courses."

"Each man should return from the conference mentally refreshed and stimulated. It should help him function more effectively in his present position, as well as prepare him for future responsibility."

"The conference is designed to '1. Broaden the participant's knowledge of over-all company operations and give him a better appreciation of the importance of management decisions."

"2. Present a current picture of our

Mr. Agency Builder:

STRIKE IT RICH!

You can "Roll a Strike" every time with Columbus Mutual's Agent's Contract, Induction Program, and Sales Packages—because your agents make money and you make money with:

Top Commissions on Leading Par and Non-par Policy Contracts.

Vested Renewals.

Higher Lifetime Compensation in Service Fees.

Non-Contributory Pension Plan.

Free Group Life Insurance.

New Induction Program—completely flexible for new agents, established producers, and brokers alike.

Profitable, success-proven Sales Packages.

Practical, easy-to-use Visual Presentations.

Streamlined Rate Books for Maximum Production in Minimum Time.

Unexcelled Aut-O-Check and Check-O-Matic premium payment plans.



FOR YOU

Well-balanced General Agent's Contract providing liberal overwriting and liberal expense allowance.

PLUS

Friendly, effective Home Office assistance to help you in your Recruiting, Training, and Agency Building Program.

AGENCY-BUILDING OPPORTUNITIES in:

Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D.C., and West Virginia.

COLUMBUS MUTUAL

Life Insurance Company
Columbus 16, Ohio

Frederick E. Jones, President Fred C. Adams, Sup't. of Agents



economic and political life and how it affects the life insurance business.

"3. Provide opportunity for extensive consideration of the human problems involved in administration, including the development of the management of the future.

"4. Permit the exchange of ideas and experience with persons occupying similar positions in other areas of the company's operations."

This is a large order. How does Metropolitan go about it?

Faculty From Three Sources

The advanced management conference curriculum brings together inspirational addresses, academic education and practical applications of what is learned. All this is provided by faculty members of leading colleges and universities, leaders from various industries and by Metropolitan's top officers.

Each morning opens with a talk on the day's topic by the faculty leader to lay the groundwork for the entire day. In his main talk, the faculty leader presents up-to-date thinking in one area of management responsibility.

After a brief recess, the 45 conferees separate into four discussion groups, each one considering the identical case problem of the day. The company considers that this part of the conference is perhaps the most important, since it is here that the impact of the day's topic becomes clear and dynamic. There are a chairman and a secretary for each group. These posts rotate, so that by the end of the conference everybody will have had a chance to fill at least one of these posts and most members will have filled both.

Describe Actual Situations

The case study problems that each group discusses are detailed descriptions of actual situations in insurance and industrial management. They are set forth in great detail and the conferees consider the situation presented just as if it were connected with their own jobs.

Each group decides, after discussion, what shall constitute its suggestions for solving the problems in the day's assignment. The secretary records these recommendations with black crayon on an over-sized, easel-mounted scratch pad.

Following these separate group discussions, there is a general session conducted by the faculty leader. Each secretary presents the conclusions reached by his group, using what was written on his easel pad as a visual aid. These findings are considered, are reconciled when at variance, and are amplified as the faculty leader draws additional comments from those assembled.

Questions Follow Talks

In the afternoon, the conference meets to hear from an officer of Metropolitan. He speaks either on the application of the topic of the day to company operations, or on a company activity of general interest and value to the conferees. Each of these talks is followed by a frank question and answer session.

Each participant spends several hours each evening in preparation for the following day, working on case descriptions and assigned supplementary reading. Participants also have an opportunity to meet informally with the faculty leaders and company officers as well as with fellow conferees.

Assignments of rooms and assignments to discussion groups are planned to afford the greatest possible mixing of personnel. In this way those attending have the maximum opportunity

to meet and work with those not usually associated with them in their work in the home office.

The question, "How were the conferences received?" can be answered in one word: Enthusiastically. In fact, the enthusiasm generated at the first two advanced management conferences this summer has already per-

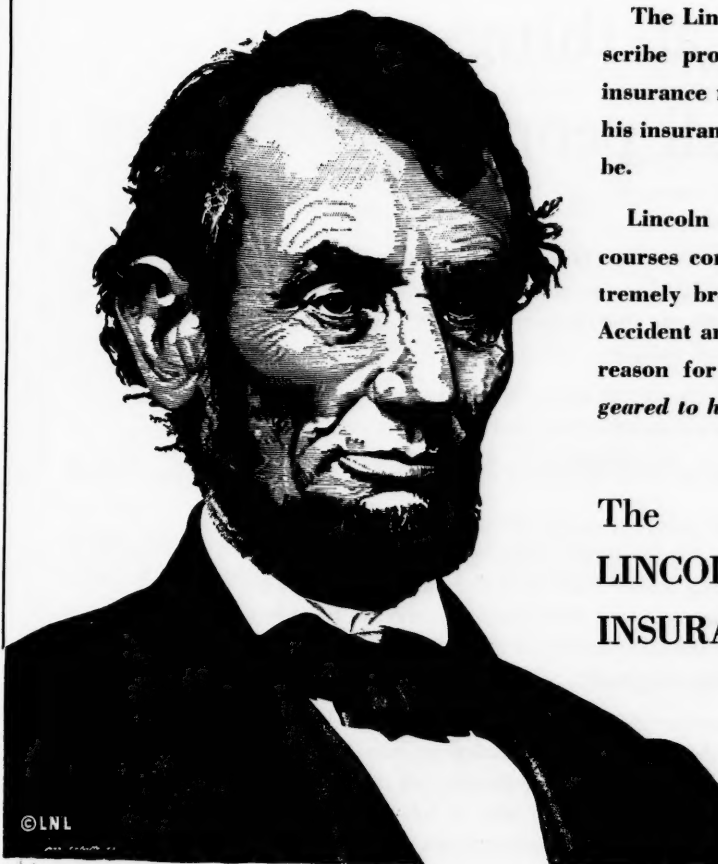
meated through the home office, especially through division management and up."

Too Early To Know Value

As to whether the conferences will make better executives out of those who attend, it's of course too early to say conclusively. As Executive Vice-

president C. J. North indicated in his concluding talk on Aug. 28, that will depend on how the conferees grasp the opportunity to develop themselves. Some will grasp it better than others. But at the very least their horizons will have been broadened. In fact, it is impossible to conceive that anyone with sufficient ability to be eligible to

Trained and Equipped



The Lincoln Life man is *trained* to prescribe properly for his clients' personal insurance needs. And he's *equipped* to fill his insurance prescription, whatever it may be.

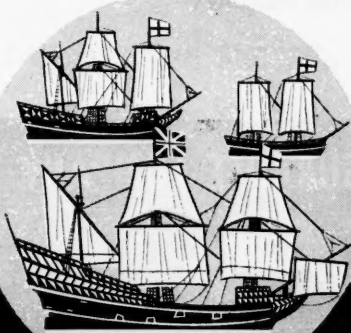
Lincoln Life's thorough sales training courses combined with the Company's extremely broad range of Life, Group, and Accident and Sickness plans provide more reason for our proud claim that *LNL is geared to help its field men.*

The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character

©LNL



RIDE THE RISING TIDE

And public acceptance of Atlantic's new GUARANTEED PURCHASE OPTION is a rising tide, lifting brokerage sales to unusual heights.

Inquire about this unusual rider, for more sales *today*—more sales *tomorrow*!

Atlantic Life
INSURANCE COMPANY

HOME OFFICE:
RICHMOND, VIRGINIA

attend one of these conferences could miss profiting substantially from it.

Faculty members for this summer's advanced management conferences were the following:

Faculty Members Listed

College professors and administrators: Howard H. Aiken, Harvard University; Marver H. Bernstein, Princeton University; Robert P. Brecht, University of Pennsylvania; Ralph C. Davis, Ohio State University; Billy E. Goetz, Massachusetts Institute of Technology; James Hayes, Duquesne Univer-

sity; John F. Mee, Indiana University; Ralph G. Nichols, University of Minnesota; William Prentice, Swarthmore College; E. T. Raney, Wayne University; Alfred L. Seelye, Michigan State University; Paul J. Strayer, Princeton University; Willis M. Tate, president Southern Methodist University; Alva F. Kindall, Harvard University; George R. Terry, Northwestern University; Willis J. Winn, University of Pennsylvania; Thomas J. Luck, until recently director of management education of American College of Life Underwriters, who acted as conference adviser.

Industrialists and lecturers: Lawrence A. Appley, president American Management Assn.; Robert Barclay, director Mead Johnson Institute; O. A. Ohmann Standard Oil of Ohio; J. Lewis Powell, office of the Secretary of Defense.

Metropolitan life officers: Frederic W. Ecker president, Cecil J. North, executive vice-president; Edwin C. McDonald, vice-president, group insurance; Charles G. Dougherty, vice-president, insurance relations; Douglas S. Craig, vice-president, personal life insurance; Gilbert W. Fitzhugh, vice-

president, planning and development; William J. Barrett, secretary; J. J. Clair, controller; Alexander Hutchinson, 2nd vice-president, field management; Raymond F. Killion, 2nd vice-president, A&S insurance; Karl R. Kreder, 2nd vice-president, home office personnel; A. Rogers Maynard, 2nd vice-president, field management; Glen J. Spahn, 2nd vice-president, field management; G. P. Jenkins, 3rd vice-president, investments.

American Casualty Has Youth, Sports Covers

American Casualty has issued a new accident program for organized youth groups with a premium of \$1 annually for each child covered. Plan one offers up to \$2,000 for accidental death or dismemberment, and \$1,000 for accident medical expenses. Plan two is similar, but provides up to \$2,000 for accident medical expenses with a \$10 deductible. The policy is written annually unless otherwise specified.

The company also has a new cover for amateur, midget and semi-professional basketball teams. It protects players, coaches and managers while practicing for or engaging in games and while traveling to or from scheduled contests or practice sessions.

Coverage for amateur and semi-professional teams includes up to \$1,000 for accident medical expenses and for accidental death or dismemberment, for a premium of \$45 per team, with a \$10 deductible, or \$60 per team, without deductible. Coverages for midget teams provide up to \$1,500 for accident medical expenses and for accidental death or dismemberment, at premiums commensurate with the ages of the players.

North Dakota Federation To Convene Sept. 27-28

Insurance Federation of North Dakota will hold its annual convention Sept. 27-28 at the Ryan Hotel, Grand Forks, following the meeting of North Dakota Assn. of Insurance Agents. Speakers will be R. H. Balensiefer, secretary of St. Paul F. & M.; Harold Hager, Grand Forks attorney, Roy Williams superintendent of agencies Great-West Life, and Peter N. Chumbris, counsel of the Senate anti-trust subcommittee.

Service Life Of Ft. Worth Seeks SEC Registration Of 25,000 Shares

Service Life of Fort Worth has filed a statement with Securities & Exchange Commission, seeking registration of 25,000 shares of its common stock to be offered at public sale at \$20 per share.

According to SEC, Service Life has 500,000 common shares outstanding. Fred B. Dicket, president and chairman, is listed as owner of 440,000 shares, of which he proposes to sell the 25,000 mentioned in the registration filing.

Must a life insurance man be all things to all people?

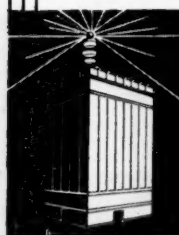
"One stop" merchandising has become the vogue in many fields. Replacing the specialized corner grocery are super markets which offer the public—with one stop of their cars—drugs, toys and tools, along with meat and potatoes.

Will "one stop" merchandising mean less need—and opportunity—for the professional life underwriter? Must a life insurance man . . . to serve his clients . . . and to succeed . . . also sell many other types of insurance?

Thinking men and women require of their life insurance representatives more and more formal training . . . professional qualification and on-going study. There is a demand not for less but for more dedication . . . more individualized service to policy-owners, in view of the complexities of modern day affairs. Needs arise rapidly, change frequently.

So long as there are people with personal problems in long-term financial security that need, from an insurance man, knowledge, ingenuity, and dedication of purpose, there is full opportunity for the professional life insurance man who is fully trained in his field—dedicated to one cause—succeeding from one source.

General American Life's philosophy of management is founded on the professional life insurance man—and the agency system which he made possible. This philosophy is reflected in the company's products, its methods, and its agency contracts.



GENERAL AMERICAN LIFE INSURANCE COMPANY

GA

Home Office: 1501 Locust Street, St. Louis, Missouri

ACTUARIES

Lenard E. Goodfarb, F.S.A.
Consulting Actuary

Market Street National Bank Building
Philadelphia 3, Pa. Rittenhouse 6-7814

the cur
funds i
ing; ar
lunche
22 form
Follo
for the
less oth
Bellevu

SATUR

9 a.m.

day).

9 a.m.

(all day

9 a.m.

rectors

12:30 p

and ex

eon.

6:30 p.m.

7 p.m.

executi

SUNDA

8 a.m.

Manage

mittees

9 a.m.

gional

breakfa

10 a.m.

day).

2 p.m. V

I. Gilm

Miss Va

Windsor

New Yo

Lucy R.

idan, W

England

lor.

2 p.m. N

4 p.m. R

vention

Life Und

7 p.m. W

MONDA

8:15 a.m.

and conv

9:30 a.m.

(all day)

12:15 p.m.

by NALU

writers).

the Unite

2 p.m. N

2:15 p.m.

gram: "T

ter G. C

General,

ton, gene

tual, Char

6:30 p.m.

taries (sp

Training

president

speaker.

6:30 p.m.

7:30 p.m.

A S

ACT

CONFID

SALE

30 N. LaS

Times And Events Given For NALU Annual

(CONTINUED FROM PAGE 1)

the current NALU campaign to raise funds for its new headquarters building; and the NALU past president's luncheon Thursday, Sept. 24, for which 22 former presidents will be on hand.

Following is the tentative timetable for the convention. All meetings, unless otherwise indicated will be at the Bellevue-Stratford Hotel.

SATURDAY, SEPT. 19

9 a.m. NALU board of trustees (all day).

9 a.m. Executive secretaries workshop (all day).

9 a.m. American Society of CLU directors (all day).

12:30 p.m. NALU board of trustees and executive secretaries joint luncheon.

6:30 p.m. Executive secretaries dinner.

7 p.m. Women Leaders Round Table executive committee meeting.

SUNDAY, SEPT. 20

8 a.m. NALU and General Agents & Managers Conference executive committees joint breakfast.

9 a.m. American Society of CLU regional new candidate committee breakfast.

10 a.m. GAMC board of directors (all day).

2 p.m. WLRT Sellarama: Mrs. Marion I. Gilmore, John Hancock, Albany;

Miss Valerie Kasurak, Excelsior Life, Windsor, Ont., Mrs. Ruth H. Pilzer,

New York Life, Columbus, O.; Mrs. Lucy R. Young, New York Life, Sheridan, Wyo.; Miss Nell Burns, New

England Life, Birmingham, moderator.

2 p.m. NALU board of trustees.

4 p.m. Reception and tea for all convention guests (Philadelphia Assn. of Life Underwriters hosts).

7 p.m. WLRT annual meeting.

MONDAY, SEPT. 21

8:15 a.m. NALU continental breakfast and convention launching.

9:30 a.m. NALU committee meetings (all day).

12:15 p.m. NALU luncheon (sponsored by NALU committee of women underwriters). Mrs. Ivy Priest, treasurer of the United States, speaker.

2 p.m. NALU committee meetings.

2:15 p.m. GAMC management program: "The Man in the Middle"—Walter G. Gastil, manager Connecticut

General, Los Angeles; Philip Howerton, general agent, Connecticut Mutual, Charlotte, N. C.

6:30 p.m. Dinner for executive secretaries (sponsored by Life Underwriter Training Council). Frederic M. Peirce, president of General American Life, speaker.

6:30 p.m. WLRT reception.

7:30 p.m. WLRT dinner: J. Harry

Wood, managing director of LIAMA, speaker.

8 p.m. GAMC management program: "The Man in the Middle"—Eugene F. Hughes, manager Peoples Life of

Washington D. C. at Newport News, Va.; Thomas G. Murrell, general agent of Mutual Benefit Life at Los Angeles.

9 p.m. NALU board of trustees.

TUESDAY, SEPT. 22

7:30 a.m. Membership awards breakfast (courtesy of Business Men's Assurance).

7:45 a.m. Alabama association breakfast.

7:45 a.m. California association breakfast.

9 a.m. NALU national council meeting: Report of President Oren D. Pritchard; report of Managing Director Lester O. Schriver; election of nominating committee; discussion and acceptance of committee reports; presentation of president's plaque for membership achievement.

10 a.m. American College trustees (all day).

12:15 p.m. GAMC luncheon: Orville E. Beal, executive vice-president of Prudential, "The Sales Executive Is a Many-Splendored Thing."

2 p.m. NALU national council meeting.

2 p.m. American College trustees meeting.

6 p.m. American College trustees reception.

7 p.m. American College trustees dinner.

8 p.m. Agents forum: "Life Insurance and Mutual Funds—Complementary or Competitive?" Charles G. Dougherty, vice-president Metropolitan Life; Edward B. Burr, executive vice-president One William Street Fund, New York City; Moyer Kulp, Phila-



... and this is only one of the scores of ways we help you to write and keep new business. Get full details now about United Life, the agent-minded company.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

ESTABLISHED 1913

CONCORD, NEW HAMPSHIRE



Write H. V. Staehle, Jr., C.L.U., Field Management V. Pres., United Life, 5 White Street, Concord, N.H.
STATES SERVED: Cal., Conn., Del., *D.C., Ind., *La., Me., Md., *Mass., Mich., *N.H., N.J., N.C., *Ohio, *Pa., *R.I., Vt., *Va.

*General Agency Opportunities Available.
Overseas Territories Available.
Brokerage Opportunities Available.

A new approach to your professional career

Build your own agency on the strong foundation of Central Standard Life's new career contract which offers:

- Renewals completely vested for the premium paying period of the policy, plus...
- All new A & S program.
- Top first year commissions.
- High value, low premium Life Plans.
- Company sponsored education.
- Liberal underwriting.
- Tested, proven direct mail aids.
- Agent-Agency building philosophy.

Substantial Override for General Agents—
Build your own agency • Plan for your retirement
Create an estate for your family

"The secret of success is Constancy to Purpose"

Our success has been achieved with our career men and women.

See for yourself
Write or wire today for your "new approach" agent's kit. Get full details by contacting your local Central Standard General Agent or: John M. Laffin, Vice President and Agency Director.

CENTRAL STANDARD LIFE
Founded in 1905 • INSURANCE COMPANY
211 W. Wacker Drive Chicago 6, Illinois
Life • Accident • Sickness

In Force: \$357,405,424
Assets: \$107,284,880
Surplus: \$14,501,574



Service Guide

ACTUARIAL COMPUTING SERVICE, INC.



1289 Peachtree Street, N.E., Atlanta 8, Georgia, P.O. Box 6192, Tel. TRinity 5-6727.

CONFIDENTIAL NEGOTIATIONS FOR SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill. Financial 6-9782

delphia, vice-president of Wellington Fund, Philadelphia; Prof. Dan M. McGill, University of Pennsylvania, moderator.

9 p.m. NALU board of trustees:

WEDNESDAY, SEPT. 23

7 a.m. American Society of CLU Quaker coffee corral.

7:45 a.m. American Society of CLU breakfast and annual meeting: Robert L. Woods, general agent of Massachusetts Mutual, Los Angeles, speaker.

7:45 a.m. Indiana association breakfast.

9 a.m. NALU convention session: National anthem, Mrs. Elsie Doyle, Union Central Life, Ft. Lauderdale, Fla.; welcomes by Andrew B. Young, president of Philadelphia Chamber of Commerce, and William G. Pierce, Fidelity Mutual, president of Philadelphia Life Underwriters Assn.; introduction of distinguished guests; in memoriam conducted by NALU Past President Judd C. Benson, Union Central Life, Cincinnati; Gen. Mark W. Clark, president of the Citadel (the Military College of South Carolina); American College hour, with Robert B. Anderson, Secretary of the Treas-

ury, as speaker.

12:15 p.m. LUTC luncheon: Arthur E. Motley, New York City, president of Parade Publications, speaker.

2:15 p.m. Association workshop for all convention attendees.

3:30 p.m. Fund-raisers rally (for all association members): John C. Donohue, Penn Mutual, Baltimore, and Eber M. Spence, Indianapolis, moderators.

2:30 p.m. Agency management training and advisory committee.

7 p.m. American College and American Society of CLU dinner and conference exercises: Vincent B. Coffin, chancellor of University of Hartford, conference speaker.

9:30 p.m. Hawaiian luau for all convention registrants and their guests (sponsored by the Philadelphia Life Underwriters Assn.).

THURSDAY, SEPT. 24

7:45 a.m. Colorado association breakfast.

7:45 a.m. Texas trained seals breakfast.

9 a.m. General convention session: Bart Hodges, New York Life, Austin, Tex., "How I Bait My App-Trap";

David E. Kilgour, president Great-West Life, "It's Our Responsibility"; Million Dollar Round Table Hour: "Stardust," a playlet portraying the problems faced by a typical member of the Round Table, written and produced by Laflin C. Jones, director of markets research of Northwestern Mutual.

12:15 p.m. NALU past presidents luncheon (open to all convention registrants). Alden C. Palmer, Indiana insurance commissioner, speaker.

2:15 p.m. National council meeting and general convention session: election of NALU officers and trustees; presentation of Institute of Life Insurance—NALU public service awards by Louis I. Dublin, Institute of Life Insurance. 6 p.m. Company receptions and dinners.

10 p.m. NALU president's reception and ball.

FRIDAY, SEPT. 25

10 a.m. NALU fellowship "brunch": Presentation of John Newton Russell memorial award: remarks by NALU president-elect.

1 p.m. NALU board of trustees.

6:30 p.m. NALU board of trustees reception and dinner.

SATURDAY, SEPT. 26

9 a.m. NALU board of trustees.

Pru Leads Insurers In Total Ad Outlay

(CONTINUED FROM PAGE 1)

with \$2,348,539, to rank 47th in 1958 among all daily newspaper advertisers. Institute of Life Insurance ranked 90th in this tabulation, with \$1,278,343. The only other insurance organization in the first 100 newspaper advertisers was New York Life, in 95th place with \$1,219,929. The dailies figures were shown in an advertisement run by the New York Daily News in the Advertising Age issue that carried the advertising expenditures tabulations.

In Advertising Age's ranking "by brand" of top TV advertisers for 1959, the Prudential brand of insurance ranked 25th in network TV expenditures for the second quarter, with \$962,418, as against \$949,199 for the same quarter of 1958.

Prudential has the distinction of having the lowest ratio of advertising expenditures to sales of any of the top 100 advertisers during 1958. Sales are figured on the basis of face amount sold. This results in total advertising costs being less than one-tenth of 1% of sales.

Next lowest ratios are those of Standard Oil of New Jersey, ranking 32nd in expenditures, and U. S. Steel, ranking 68th. These companies are tied at four-tenths of 1% of advertising expenditures to sales. Highest ratio was that of the Seven-Up soft drink company, with 52.3%.

House Passes Federal Employees A&S Measure

(CONTINUED FROM PAGE 2)

ment and the workers would pay maximum bi-weekly premiums of \$1.75 each for an individual and \$4.25 for a worker and his family. The Civil Service Commission would be required to negotiate contracts within these maximum figures, which would provide as nearly as possible specified hospital, medical care and major medical coverage.

The House bill, on the other hand, would provide the same maximum premiums, but would set up minimums of \$1.25 and \$3, respectively. The Commission, in negotiating both the service benefit and indemnity benefit plans

is required to offer workers a choice of at least two levels of benefits; each type of plan and would not be limited by any types of benefits, only by general types of coverage.

Past Presidents Honored

Past presidents of Fort Worth General Agents & Managers Conference were honored at the September meeting. Each past president was presented a scroll for the year in which he served.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—
LIFE EDITION

EUROPEAN OPPORTUNITY

Pacific National Life Assurance Co., Home Office San Francisco, California, seeks a few high-calibre agents for expanding agency in Europe writing American military people. Top contracts with fringe benefits. Openings in Germany, England, France, Italy, Spain and North Africa. Wonderful income tax advantages for those remaining 18 months or longer. Financing available. For further details, send complete résumé and photograph in confidence to H. Smith Hagan, Sr. V. P., Pacific National Life Assurance Co., Head Operating office, 411 E. South Temple, Salt Lake City, Utah.

AVAILABLE OCTOBER 1st

10 years of management experience with multiple line and life companies. Would like position as general agent or manager for life or multiple line companies, preferably in Minnesota, but will relocate if necessary. C.L.U., age 40, married with family. Will furnish personal records and the best of references. Reply Box J-42, c/o The National Underwriter Co., 175 W. Jackson Blvd.

CHIEF HOME OFFICE UNDERWRITER

Individual Life and Accident and Sickness. Two or more years experience. Plenty of room for personal progress in prominent Midwestern company. Reply Box J-26, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

SECRETARY WANTED

We have an excellent opportunity for girl with strong insurance background. Experience in life insurance, group insurance or pensions is essential.

Write Ron Stever and Company
411 West Fifth Street
Los Angeles 13, California

FLORIDA AGENCY OPPORTUNITY

By developing a good agency there is opportunity to become District Manager soon and later Division Manager with young Florida company. Two locations available now. Send résumé in confidence. Address Box J-35, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED

ACCOUNT EXECUTIVE to handle several hundred existing personal accounts for a Chicago General Agency. Salary guarantee plus bonus. Late model car furnished. Man with Life, Accident and Health, Broker or Special Agency experience preferred. Write Box J-37, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

RESIDENT REGIONAL DIRECTOR

Available Oct. 1st for central area of U. S. Under proper circumstances will re-locate as Home Office Agency Vice President. Years of successful experience and otherwise well qualified. I am an excellent judge of men. Prefer company expanding through producing General Agents. Write Box J-41, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Report from Chicago:

(or: It isn't any secret any more!)*

During 1958 the North American advanced 61 positions among all U. S. life companies—life insurance in force—placing it in the upper 6th of the industry.

Authority: The National Underwriter
April 25, 1959

*The secret is ACTION!.. For the "ACTION" Story write or call

NORTH AMERICAN

ALLEN V. DOWLING, PRESIDENT

Since 1936

ACCIDENT
INSURANCE
COMPANY

Life, Accident & Health Insurance

209 SOUTH LASALLE STREET • CHICAGO 4, ILLINOIS

NIA Told: Cultivate Negro Market

(CONTINUED FROM PAGE 1)

er insurers? 61% said yes. Individuals under 40 tended to show more confidence in the organization's companies. The percentage of those who expressed doubts in regard to financial stability showed a tendency to rise with increases in income.

Do members of the Negro market plan to buy insurance during the coming year? Affirmative answers were received from 17%. Twenty-three percent of those under 40 planned to buy while only 12% of those between 40 and 60 planned to buy.

The selling problem involved in developing the Negro market calls for making contacts, thorough insurance knowledge, and the use of visual aids, Mr. Bryson said.

Another point made by the speaker was that there is a lack of data concerning this market. He suggested that research was sorely needed. This latter point was also made by the executive director of the organization, Murray J. Marvin, to whom the 500-plus registrants owe many thanks for a smooth-running convention.

In his address, Mr. Marvin strongly recommended the formation of a research and statistics committee. This would augment present statistical reports (of which there were a great many at the meeting) and also initiate special study projects.

Success is solely dependent upon the type and amount of information available, Mr. Marvin said. But this information is useless until it is put to work. One of the ways NIA solves this problem is through its annual Institute in Agency Management held at

Tennessee A.&I. Another is NIA's national office in Chicago which, among its other duties, issues a quarterly publication, the Pilot.

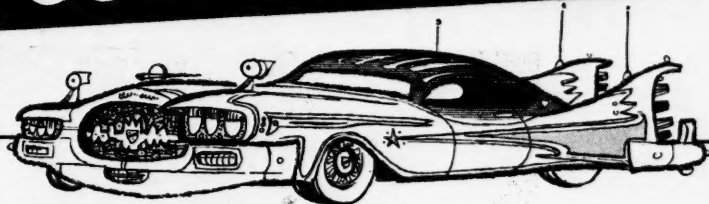
Two Negro members of MDRT were on hand Wednesday afternoon to address the convention. Langford Spragins, Metropolitan Life, admitted "My First Million Was My Hardest," and Cirillo McSweeney, New York Life, advised the group "How I Made the Million Dollar Round Table." Mr. McSweeney stressed particularly the importance and type of training the agents should have. He also outlined the type of inspiration management should provide.

In his president's message, Mr. Simon gave much credit to Mr. Marvin for the smooth transition of NIA from an organization operated completely by elected officers to one which has a national office. He suggested that those present visit this office.

Noting that one of the great problems which the life industry faced during the past year was that of federal taxation, Mr. Simon reminded his listeners that NIA formed a committee which went to Washington and conferred with various senators and the Senate finance committee.

Among the convention highlights (not to mention the delightfully cool weather) were a barbeque on the Unity Mutual grounds, tickets to a White Sox night game (they lost), a fashion show and the annual dance. Both Mayor Daley and Director Gerber were on hand at the luncheon Wednesday to welcome the many delegates.

GO 1st CLASS!



... with the Company that is moving out ahead with 30 modern types of Life insurance plans such as—

\$ FIT-THE-FUTURE \$ PASSBOOK SAVINGS PLAN
\$ THE EXTENSION \$ GUARANTEED INSURABILITY RIDER

plus 14 Hospitalization, Accident and Sickness policies in addition to a flexible, highly competitive Group portfolio.

GO FIRST CLASS with \$ Audio Visual Selling, \$ Financial Assistance, \$ Higher Commissions, \$ Recruiting Bonuses, Unexcelled Home Office Support. For Agency Opportunities, wire or write—

BYRON C. JOHNSON, Agency Vice-President.

JEFFERSON NATIONAL

Life Insurance Company

INDIANAPOLIS 4, INDIANA

ACTUARIES

A

BOWLES, ANDREWS & TOWNE, Inc.
ACTUARIES
MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS
RICHMOND ATLANTA NEW YORK
PORTLAND DALLAS MIAMI

Haight, Davis & Haight, Inc.
Consulting Actuaries
Insurance—Pensions
2801 North Meridian St. 5002 Dodge St.
Indianapolis 8, Ind. Omaha 32, Neb.

DONALD F. CAMPBELL
Consulting Actuary
Suite 2011
139 N. Clark St. Chicago 2, Ill.

NELSON and WARREN
Consulting Actuaries
Pension Consultants
ST. LOUIS KANSAS CITY

CHASE CONOVER & CO.
Consulting Actuaries
and Insurance Accountants
Telephone WAbash 2-3575
332 S. Michigan Ave. Chicago 4, Ill.

COATES, HERFURTH & ENGLAND
Consulting Actuaries
San Francisco Denver Los Angeles

WILLIAM C. CONLEY
Consulting Actuary
Lansing and Detroit, Michigan
811 American Bank Bldg., Lansing 68, Mich.

E. P. HIGGINS & CO.
(Frank M. Speakman Associates)
Consulting Actuaries Bourse Building
Accountants Phila. 6, Penna.

THE HOWARD E. **Nyhart** COMPANY
INCORPORATED
Consulting Actuaries
2859 N. MERIDIAN ST. • INDIANAPOLIS 7, IND.

RINTYE, STRIBLING & ASSOCIATES
Consulting Actuaries—Insurance Accountants
Pension Consultants
William-Oliver Bldg. Atlanta
Jackson 3-7771

Irwin Solomon & Co.
Consulting Actuaries
Management Consultants
342 Madison Avenue
New York 17, N. Y.

Designed...with YOU in mind

SPAD

SECURITY OF DENVER

*Security's Planned Agency Development

A program of agency development tailored for the individual agency and individual agents! It's bringing results...here's why:

- Planned up-to-date merchandising including LIPOA* and many other new plans and policies.
- Field-tested merchandising plans including visual and audio-visual aids.
- Contracts with high reward for quality production and agency building.
- Planned training to insure progress for both agents and agency manager.

*Life Insurance Purchase Option Agreement

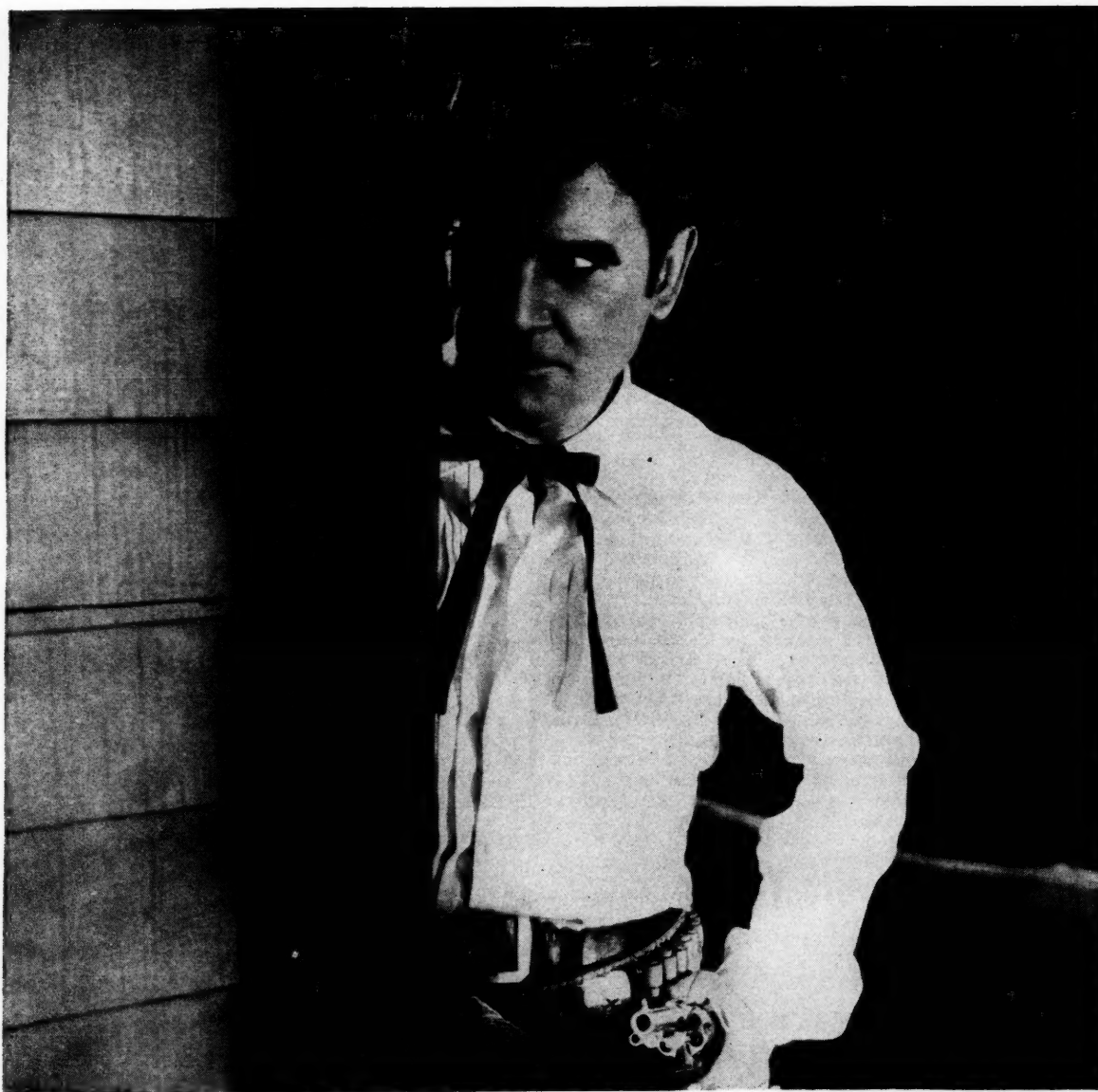
Yes, it's a program designed with you in mind so that both you and Security of Denver know where we're going today and tomorrow.

Stuart C. Ferris
C.L.U.
Agency Vice-President

Security

Life & Accident
Company

SECURITY LIFE BUILDING • DENVER 2, COLORADO



Richard Dix got dramatic results when he called The Man from Equitable

Richard Dix, star of silent and talking films, played all kinds of dramatic roles—and *he wanted insurance that could do the same!* So he called The Man from Equitable, and got *Living Insurance*—with benefits for the living... for better living. It not only provided protection, but also provided a *guaranteed cash reserve* that could be used for re-

tirement, emergencies, etc. Today more people are buying *Living Insurance*, and hearing about it, too—on DOUGLAS EDWARDS WITH THE NEWS, over the entire CBS-TV network. No wonder underwriters enjoy being The Man from Equitable! ©1959 The Equitable Life Assurance Society of the United States. Home Office: 393 Seventh Avenue, N.Y. 1, N.Y.



Living Insurance from **EQUITABLE**

63rd Y

Tro
On

Any
in close
preferen
ably win
sumer o
Edwin S
America
tinuing
economy
In a
surance
stitute
Carolina
growth
said that
income
derlying
hysteria
and then
tion of a
There
emphasiz
in the
York Li
advertise
of insur
in proper
peatedly
cently, T
others ha

Baker
Formi
At Inc

WASH
executive
Managers
ist three
up his ow
motion ar
apolis, to
will speci
ices to s
and A&S
In anno
tion, Wal
eral, Los
paid high
that more
he has be
ing presti
through t
to membe
riod in G
ment."

At the t
tive direct
editor of t
which he
years.
Ross Du
Commis
Alaska w
reportedly
tions in the
Mr. Dun
sioner in 1
deputy in
vada depa
that was
work.

Farmers
ained insu
01.